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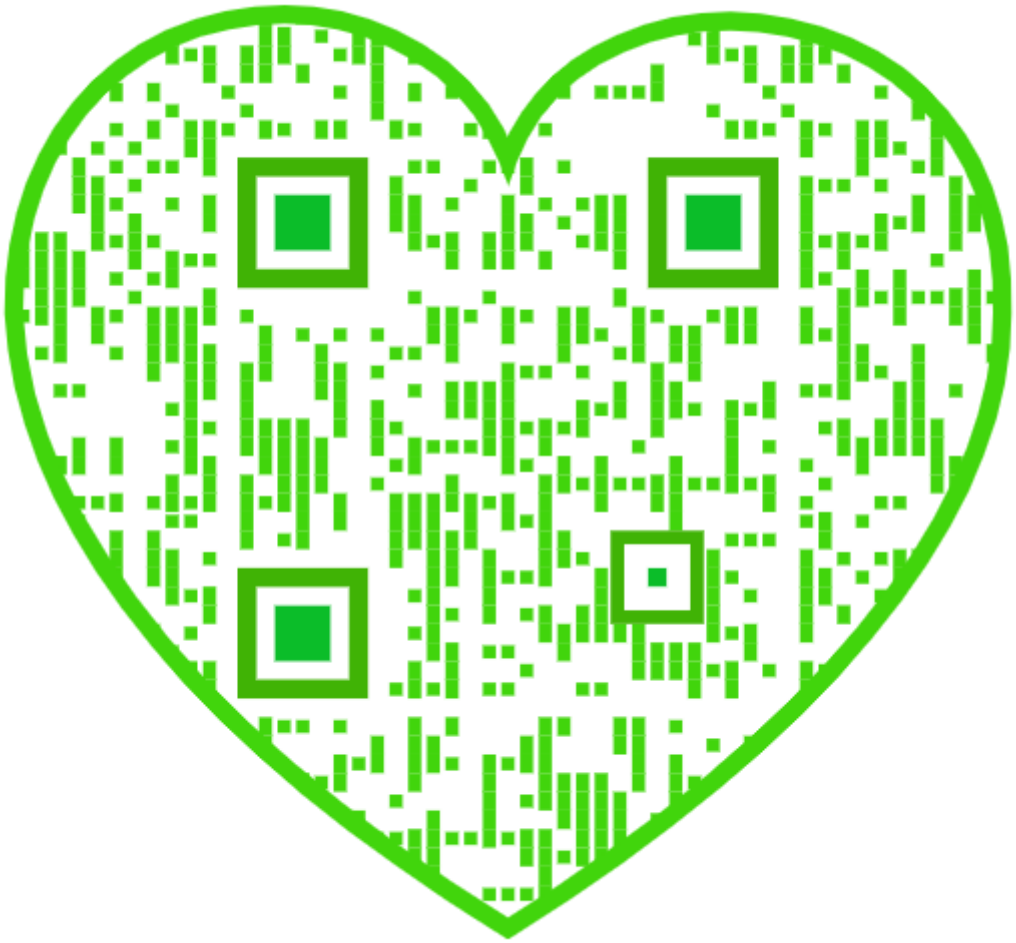

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CONTENTS OF REEL 184

1) The Tobacco world, v. 45, 1925
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245 14 The Tobacco world
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300 v. $bill. $c38 cm.
310 Monthly $bApr. 1936-
321 Weekly $b<1902>-1909
321 Semimonthly $bJan. 1910-Mar. 15, 1936
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500 Published by Tobacco World Corp., Philadelphia, Pa., <19__>-
500 Some combined issues
500 "Devoted to the interests of importers, packers, leaf dealers, tobacco and cigar manufacturers and dealers."
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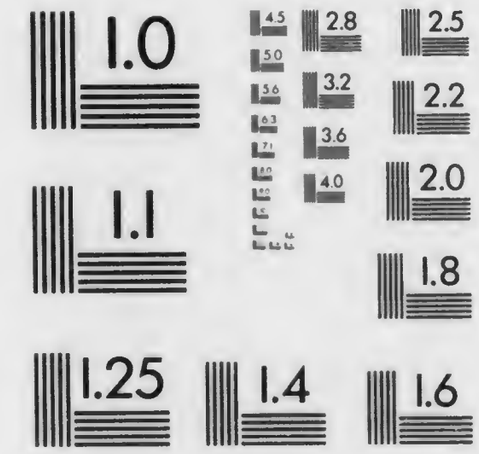

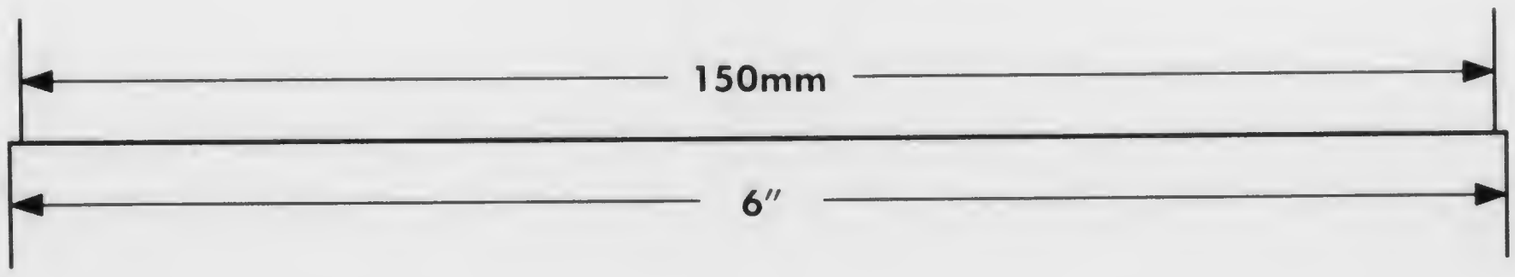

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JANUARY 1, 1925

VOLUME 45 No. 1

THE TOBACCO WORLD

THE GENUINE SPANISH CEDAR

"BOITE NATURE"

The Seasonable de Luxe Container!

Immediately appreciated by any Smoker as a compliment to his Good Taste.

No Smoking Satisfaction is as lasting and complete as that which is to be had from a Good Cigar packed in a SPANISH CEDAR BOX!

29
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PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

This is our Sign at Atlantic City—It's 30 ft. high, 250 ft. long. It talks to Millions of People.

Four Years of Resultful Trade Paper Advertising
Two Years of Newspaper and Outdoor Advertising

ACTUALLY the best—wooden cigar boxes offered unusual opportunity for advertising exploitation.

The success of this past advertising is a matter of common knowledge.

Today wooden cigar box advertising has passed the point where its effect is solely upon cigar manufacturers.

Individual smokers look askance at cigars offered as of good quality unless they are in wooden boxes.

Like a pebble-started ripple in a quiet pool, wooden cigar box advertising effect has spread—each year carrying an inheritance from the advertising that has gone before—until like a great tidal wave the accumulated power is ready to sweep all opposition before it.

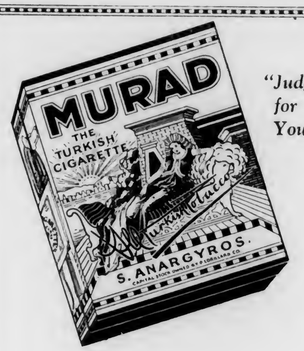
The day when consumers insist upon cigars in wooden boxes is at hand.

After all nothing satisfies like a good cigar

The Best Cigars are Packed in Wooden Boxes

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

FOR GENTLEMEN OF GOOD TASTE
SAN FELICE 2 for 15¢
EL VERSO 10¢ 2 for 25¢ 15¢
TWO GOOD CIGARS
THE DEISEL-WEMMER CO. Makers LIMA, OHIO



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

S. Anargyros Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

"There's *something* about them you'll like"

Tareytons are working overtime for dealers everywhere. Their sales are growing—*growing*—GROWING! To stock them is to enjoy the prestige of a quality brand, and the profits from a popular one.

TWENTY FOR A QUARTER

Herbert **Tareyton** CIGARETTES

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMEL, New York, N. Y. ..... Vice-President
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WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 5 Beekman Street, New York City.

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. E. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

CHAS. E. LONG, Lancaster, Pa. ..... President
A. W. KAERCHER, Chicago, Ill. ..... Vice-President
W. S. FULLER, Hartford, Conn. ..... Treasurer
L. H. NOLT, Lancaster, Pa. ..... Secretary

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

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MAX BERLINER ..... Treasurer
LEO RIEDERS, 200 West 118th Street, New York City ..... Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

JOSEPH WINNICK ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City.. Secretary and Treasurer

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

WANTED—POSITION AS CIGAR FACTORY SUPERINTENDENT—Twenty years' experience with some of the largest manufacturers; hand, mold or suction. Address John Gruber, 836 North Twentieth Street, Philadelphia, Pa.

SUPERINTENDENT—MAN WITH 25 YEARS' EXPERIENCE desires position as cigar factory superintendent with reliable manufacturer. Address Box No. 479, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 45 JANUARY 1, 1925 No. 1

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality

122 SECOND AVENUE
NEW YORK CITY

Men who know values quickly appreciate quality.

© Guaranteed by The American Tobacco Co.

FRESH
Tuxedo
TOBACCO

Increase Profits and Production by using
COLWELL'S AUTOMATIC
BUNCH MACHINE

Mr. Cigar Manufacturer, you owe it to yourself to employ every means possible to reduce cost of production.

You should put this AUTOMATIC LONG FILLER BUNCH MACHINE to work for you now and save money by reducing the cost of making your bunches.

Two operators can easily learn to run this machine and will soon become proficient.

It only takes up about 3 x 4 feet of floor space and is driven by a ¼ H. P. motor which consumes little current and can be operated from any ordinary light socket.

It is substantially constructed and will render long years of valuable service.

Catalogues and any particulars upon request

COLWELL CIGAR MACHINE COMPANY, Inc.
131 Washington Street, Providence, R. I.

"BEST OF THE BEST"

OP'TIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA CIGAR
Meet us at the Tobacco Show
CONGRESS CIGAR CO - Philadelphia, Va.

WAITT & BOND

Blackstone
CIGAR

Havana

Filler

Absolutely!

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Volume 45

THE TOBACCO WORLD

Number 1

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JANUARY 1, 1925 Foreign $3.50

EDITORIAL COMMENT

EARLY in December we ran across a friend who keeps close tabs on business. We asked him what he thought of conditions. He said,

"Well, before election I found there was very little business and everybody was pessimistic. Since election I find there is very little business but everybody is optimistic."

"Optimistic," that's a word filled with magic. It's the word that changes clouds to sunshine, liabilities to assets, and despair to delight.

But the cold facts of the cigar industry remain the same. The cigar business refuses to move forward.

Where does the fault lie?

With the smoker? We do not think so. With the cigar dealer? Yes, to some extent. With the jobber? Yes, to some extent. With the manufacturer? Yes, very decidedly.

The cigar jobber and retailer are only incidental in the scheme of the manufacturer's business. It is true that without them there would be no cigar business, but on the other hand they will have no business if the cigar manufacturer ceases to exist.

A billion dollar industry and not one dollar for co-operative advertising effort.

In our minds there are two outstanding factors in the progress of the cigar industry. First, good merchandise. Second, good advertising.

Our consumption of cigars is considerable. We have a number of brands that we enjoy. But our very frank opinion is that the majority of our old favorites are not what they used to be. We make this statement without regard to price.

Our conclusion is that many cigar manufacturers are making cigars up to a price and *not* up to a standard. It is not any affair of ours where the fault lies. We have our own ideas. The fault lies entirely within the confines of the industry; this much we will say.

IF the cigar manufacturing industry wants an example of co-operation let them look to the York County Cigar Manufacturers' Association. They have the "BIG IDEA." "United we stand, divided we fall." In other words, "Hang together, or hang separately."

They have their individual differences, but of one thing they are assured: The success of York County cigars depends upon the complete co-operation of the York County cigar manufacturers.

A national working cigar manufacturers association is absolutely essential. But its foundation lies in the smaller county and state organizations. Local organizations, firmly established, can weld together a national institution that will be a power for the good of the cigar industry.

Organization is a stepping stone to success. The industry is no stronger than its weakest member, which is only a paraphrase of "A chain is no stronger than its weakest link."

JUST a short period before the biggest and best Tobacco Show on Earth goes into full swing. Those members of the tobacco industry and its allied lines who have not made reservations for space, should waste no time now in making the necessary arrangements.

A big play will be staged to bring in that most desirable party, the public. It means bigger attendance and greater advertising value to everyone who has a display.

Don't forget this big show will be staged at the New Grand Central Palace in New York beginning the week of January 19th, 1925. Get in line at once, but don't crowd!

PHILADELPHIA NEWS

Philadelphia, January 1, 1925.

THE manufacturers in this section, a few days before Christmas, realized a late rush for merchandise from the local market that was so much greater than the business anticipated that their stocks were completely exhausted and work was resumed in the factories at once after Christmas to take care of unfilled orders for regular packings.

The G. H. P. Cigar Company are entertaining their factory heads and holding a sales convention of all their sales representatives, at the Hotel Adelphia, December 30th, 31st, January 1st, 2d and 3d.

Sales Manager Frank Will is to steer the ship during the festivities, as usual, and will entertain about three hundred persons.

New moving pictures will be shown during the sales convention depicting the sales and general policies of "The House of El Producto" for the approaching year of 1925, to be absorbed and taken home by the sales talent.

The Congress Cigar Company on December 26th, 27th and 29th, held their annual sales convention of their entire sales force from coast to coast concluding their entertainment with a banquet at the Hotel Sylvania on the evening of December 29th.

Bobrow Brothers sales force have been at headquarters for their annual conference and were entertained at a banquet at the Bellevue-Stratford Hotel on the evening of December 29th.

The majority of the Philadelphia prominent retailers report that the Christmas trade of 1924 exceeded that of 1923 considerably and are very optimistic about the outlook for the coming year.

Stoever's Broad Street Station stand is featuring the "Pemsy" brand of smoking tobacco, which is their private brand, and is meeting with good favor with the trade.

All the popular advertised brands of cigars are featured at this stand.

Moore's cigar store, 1314 Filbert Street, has a big call for "Cadillac," "Cortez" and "Jose Diaz" brands.

Godfrey S. Mahn, Thirteenth and Chestnut Streets, are showing "Princeofall" at ten cents and "G. S. M. Havana Blunts" at five cents.

National Drug Company stand, Thirteenth and Market Streets, are having a big repeat business on "Cadillac" cigars at ten cents and two for a quarter, and "Gasco" Triangulares and Invincibles at five cents.

David L. Olster, Juniper and Sansom Streets, reports a big holiday business on "Garcia & Vega," "Mi Hogar" and "Ruyera Lopez" cigars.

Yahn & McDonnell Hotel Adelphia stand has a very attractive showing of "La Palina" cigars, "Orlik" and "Dunhill" pipes and fancy cigarettes.

John Middleton, 1211 Walnut Street, enjoyed an unprecedented holiday business, as in addition to having a large retail business and box trade on fine cigars, they have a large clientele among college fraternities, clubs and individuals, for pipes engraved and inlaid with emblems, colors, initials, etc., and this business was exceptionally large this year.

Among the popular cigar brands they handle, are "La Molesta" (Marcelino Perez & Company), "Runnymede" Triangulares, "White Heather" and "Cressida."

"Midlon" Egyptian cigarettes at ten for twenty-five cents, the Middleton private brand, are meeting with good favor, as it is not only a very attractive package, but a fine quality cigarette.

One of the novelties displayed is the "Smokador" smoking tube which fastens by suction to the automobile windshield, and the driver can enjoy his smoke without taking his hands from the steering wheel.

Otto Eisenlohr & Brothers, 932 Market Street, have an exceptionally attractive display of "Webster" cigars, this cigar under the distribution of the Eisenlohr sales force, is very much in evidence, in stores in all sections of the city, and is duplicating rapidly.

The public sale held on December 19th by the receiver in bankruptcy for the Eiseman Cigar Company of factory equipment, cigars, etc., realized about $4500, this material having been appraised at $3300.

J. R.

BAYUKS TO START NEW ADVERTISING CAMPAIGN

An impressive national advertising campaign for Bayuk Cigars, based on their big news announcements on "It's Ripe Tobacco," has just been inaugurated by Bayuk Cigars, Incorporated.

Commencing January 17th with a page in full colors in the *Saturday Evening Post*, backed up by messages on "It's Ripe Tobacco" in *Elks Magazine* and other types of media, this will be one of the outstanding cigar advertising campaigns of the year.

At regular intervals, month in and month out, full color advertisements showing the five Bayuk brands, "Philadelphia Hand Made," "Prince Hamlet," "Mapacuba," "Havana Ribbon," "Charles Thomson," and the application of the "It's Ripe Tobacco" principles in Bayuk manufacture and merchandising, will appear in the *Saturday Evening Post*, with its large circulation throughout the country.

Detailed messages on this subject are now being sent through the mails in a very unique merchandising campaign, including the sending of ripe apples to the leading jobbers throughout the country that carry the Bayuk brands, and similar novel features.

Details concerning the campaign will appear regularly in this publication.

UNIVERSAL'S SALE WILL NOT AFFECT DELIVERIES

The prompt delivery of the Model M New Type stripping and booking machines, Model L Scrap Bunching Machines, and Model S Cigar Banding Machines, manufactured by the Universal Tobacco Machine Company, will not be affected in any way by the auction sale of their manufacturing machinery which will take place on January 13, 1925. This public auction is for the purpose of disposing of excess manufacturing machinery, and will not in any way affect the prompt delivery of their machines or any replacement parts that may be needed.

DETROIT

Detroit Has Unusually Good Christmas Business—
Shriners to Stage Big Circus February 9th to 21st—
President of Central Cigar Company Passes Away
—A. B. S. Official Returns From Business Trip

Detroit, Mich., December 26, 1924.

DETROIT'S retail, jobbing and wholesale houses, report an unusually big Christmas business. Practically all of the cigar dealers, say they had the best holiday trade in their business career. Last year's figures have been left in the discard. The store managers are reticent about giving definite figures as to their own business, that's a sort of trade secret, however, they are reporting a tremendous business.

Today, December 26, is one of the busiest days of the year, and the slogan of "Do your Christmas Swapping Early" is in vogue. Thousands of customers are jamming the stores trying to exchange their presents, while many are checking up on the price tags to see if they got their money's worth in the exchange of presents. Men who only smoke cigars, received cigarettes and those who smoke cigarettes received pipes. Out of the many millions of presents given away this year, statistics show that 199 were useful. But everybody had a good time and were happy, if they did get a useful present by mistake.

Shriners will stage circus at coliseum, and announce their most elaborate performance in fifteen years for February 9th to 21st. With a pledge that they will provide an entertainment that will be more interesting and thrilling than any they have offered, the Nobles of Moslem Temple, Mystic Shrine, announced Sunday that their annual mid-winter circus will be held at the coliseum in the state fair grounds, February 9-21. The colisseum will seat 10,000 persons and now is being remodeled to provide space for three circus rings. So remember the dates, everybody should take in this great show, which is second to none.

Charles Coombs, president of the Central Cigar Company, died on Monday, December 22d, at his home, 677 Collingwood Avenue, in the fifty-fifth year of life. Mr. Coombs was born in Beaminster, Dorset County, England, in 1869. He came to America in 1885 on his first trip, returning to his home in England in the same year. In 1886 he returned to the United States to make his home and settled in Detroit, in which city he has always resided. For several years Mr. Coombs was connected with Williams Brothers, pickle manufacturers. He later branched out in the cigar business, buying out the business of his cousin, which was located at Woodward Avenue and Elizabeth Street, which he conducted for about thirty years. About twelve years ago, he helped to organize the Central Cigar Company, of which he has served as president since its organization. Mr. Coombs was an active member of the Board of Commerce, the Optimists Club, and treasurer of the Detroit Independent Cigar Dealers Association. He was a member of St. Paul Cathedral congregation. Besides his wife, Mrs. Elizabeth Ann Coombs, he leaves four step-children, Harold F., Arthur A., June and Lillian McCauley, and two brothers and three sisters living in England. Funeral services were held on Wednesday at his late home, 677 Collingwood Avenue.

In the passing on to the great beyond of Charles Coombs, the trade has lost one of its greatest and staunchest friends. His rare and keen judgment was always sought as he was considered an authority. Traveling representatives and manufacturers when visiting Detroit, always made it a point to call upon Mr. Coombs when in the city. He will be sadly missed by hosts of friends in the industry. His many friends extend to Mrs. Coombs and the family their heartfelt sympathy in their great loss and sorrow.

John A. Campbell, of the Wadsworth-Campbell Box Company, and the American Box Supply Company, has returned from a business trip to New York City, Philadelphia and Tampa, Fla. Mr. Campbell reports business conditions as being very encouraging and that he is looking forward to a prosperous year in 1925.

Protestant, Jewish, Catholic and Negro charitable institutions are beneficiaries under the will of the late Bernard Schwartz, prominent Detroit cigar manufacturer of "R. G. Dun" cigars. These organizations each received $1000: The Jewish Old Folks' Home, the German Protestant Home for Old Folks, the Home for the Aged, the Masonic Temple Association, the Phyllis Wheatley Home for Aged Colored Folks, the Jewish Consumptive Relief, the Jewish Old Folks Home of Cleveland, and the Jewish Hospital of Detroit. Miss Yetta, a daughter, is left $10,000. His sons, Norman and Theodore, are left $1000, the will explaining that he had benefited them sufficiently during his life to make them independent. Mrs. Esther Schwartz, the widow, receives the bulk of the estate, the value of which was not given.

Mr. A. Rubstrat, of Nathan Elson Company, Chicago and New Orleans, manufacturer of the famous "Ben Bey" cigars, was a visitor to Detroit last week.

(*Continued on Page 13*)

NEWS FROM CONGRESS

Tobacco, One of the "Big Four" of Exports

TOBACCO has the distinction of being the first agricultural commodity to enter into the foreign trade of this country," according to Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce. "Since early colonial days when it was used as a medium of exchange and formed the basis of economic and social life of the settlers in Virginia, some of the most prominent characters in the history of the country have been engaged in its exportation. Under a glass cover in the offices of the well-known firm of W. D. and H. O. Wills Company, of Bristol, England, is a bill of sale showing a purchase of tobacco by that firm from George Washington."

"Today," continued Dr. Klein, "tobacco ranks as one of the big four of exports from the United States. American tobacco is exported to almost every country and the crop furnishes more than one-third of the world's supply. According to Director Klein, its exportation is important to most of the Southern States, but particularly to Kentucky, North Carolina and Virginia, which produce nearly 70 per cent. of the total crop of this country. For the five-year period, 1919 to 1923, the exports of leaf tobacco equaled 39 per cent. of the average annual production in the United States during the same period. For the first nine months of 1924 the exports of leaf tobacco amounted to $108,-024,409.

"In the beginning, of course, the colonies sent much of their product to England, and the United Kingdom continues to be the best customer for leaf tobacco, taking an average of about 40 per cent. of the exports from the United States. China now holds second place, taking about 9 per cent. of our exports. Many of the countries of Europe have established monopolies controlling the entire tobacco industry. Through the efforts of representatives of the Bureau of Foreign and Domestic Commerce contracts have been effected between American firms and two of the European government monopolies, resulting in initial sales of tobacco which amounted to hundreds of thousands of dollars and in the establishment of permanent connections which means profitable future business for the American firms.

"While the exports of manufactured tobacco are much less impressive than those of leaf tobacco, still they amounted to $16,944,954 during the first nine months of 1924, and have been showing an appreciable increase during the past two years. In 1923 they were about eight times as great as the pre-war average. The most important export of finished tobacco is that of cigarettes, for which the Far East is our principal market.

"The consumption of tobacco is probably influenced as little as any commodity by the economic conditions or prosperity of a people," maintained Dr. Klein. "Tobacco is a commodity in which peoples all over the world indulge. Its producers and exporters in the United States reach out to Great Britain and the European countries on the east of them and to the Far East on the west of them, and girdle the globe with their sales."

Hoover Predicts Prosperity for 1925

"Solid progress toward peace and prosperity" is predicted for the coming year by Secretary of Commerce Hoover, whose review of industrial advancement during 1924 shows "the economic structure of the world upon more solid foundations than at any time since the war." Summarizing the events of the past twelve months, the Secretary finds that industry and labor have adjusted themselves to a greater extent to the changed conditions which have prevailed since the war and that the country has better adapted itself to the post-war situation

"The outstanding economic development of the year," the Secretary points out, "has been the very large recovery in agriculture after its two year lag behind the recovery of industry. The farmers have a large measure of losses in the last three years yet to recover, but their outlook is encouraging.

"While there has been a good deal of adjustment in prices of single commodities during the year, the average wholesale price of all commodities has varied but three per cent. as between the ends of the years 1922, 1923 and 1924. It would thus appear that we are tending to the common level in prices of about 50 per cent. over pre-war, which seems to represent at least our present economic plane in prices.

"The average wage in industry has been stable during the year, and remains around 100 per cent. above pre-war, while the cost of living has maintained almost exactly the same level at the end of each of the last three years, 1922, 1923 and 1924, about 72 per cent. over pre-war. Our labor, therefore, continues to enjoy the highest real wage in its history.

"While there was some slackening of manufacturing production as a whole in the spring due in part to the uncertainties of election and in part to reduction of accumulated stocks, yet there was but little slackening at any time in consumption of major articles as shown by the continued high levels of car loadings, of sales of wholesale and retail establishments and of construction activities. The end of the year finds us with a recovered industrial production at practically the same levels as a year ago.

"Our foreign trade has shown considerable expansion during the year in exports and some decrease in imports. The increase in export figures has been due in some degree to the higher prices of agricultural produce, though chiefly to general expansion in all exports; the decrease in imports has been due in large part to lessening activity in production lines at the middle of the year, thus reducing the requirements for imports of raw material. The total of our exports for the year will show about $4,600,000,000 and our imports about $3,600,000,000. The merchandise balance will be about $1,000,000,000 in our favor."

Freight by Truck to Be Protected

Merchandise moving in interstate commerce by motor trucks will be given the same protection from theft as when moving in freight cars, under the terms of a bill which is now before the Senate. The measure was passed by the House during the last session of Congress.

(Continued on Page 13)

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

"I SURE was sore put to it," said a cigar dealer to me. "Competition started up not far away, and in a short time I began to feel it and it began to make me trembly in the knees, and I heard the hoof of the galloping nightmare in my sleep.

"I looked it over carefully. The store was as attractive as mine, the goods displayed as well, the prices were right and when I bought and sampled the articles they snapped clear up to what I sold.

"I had an attack of the blues that hid the sun and turned all the blue and yellow autumn flowers a dull dark brown.

"One of my customers came in that day, and bought some things, and he said some encouraging words.

"Gee, they sounded good, and how they heartened me! I had never set much store on the words of customers before. Had waited on them, with perhaps a careless word or two, and let it go at that. But his words got under the hide and set me thinking.

"I told myself, 'He's a friend, and friends are valuable, and I'm going to make friends of my customers.'

"He had taught me to appreciate them, you see.

"I perked up, put on a cheerful smile, had the most pleasant word possible for all comers, spoke from the bottom of my heart, and they saw it.

"Somehow I held my trade, and made other customers, so my business was better than before. My highbrow friend said I had 'developed my personality,' which he said is one of the biggest pullers in business."

She is dead, so the papers tell us. Yes, she has passed away. Prematurely cut off just as she was bursting forth in the glorious dawn of her one hundred and second year.

She was an inveterate smoker from her early days, with cigars as her prime favorite, and there are those who whisper behind their hands that tobacco may have shortened her days, and that her sad fate should be a solemn and effectual warning against the use of the weed.

Let us simmer and stir this subject in our mental boiling pot.

Science has made a step from the beaten path in stating that tobacco, rightly used, is far from injurious, and often is beneficent.

Suppose science should make another step and tell us that it actually may have caused Mrs. Stien to live in health and vigor to the ripe old age of 102.

Science has been reversing things, and changing opinions in things, as radical as this.

What a great thing it would be for the tobacco trade if we could hang out signs stating that people who smoke our "Century" cigars have a goodly prospect of living hale, hearty and happy, for a hundred years or more. We would have long lines of people reaching several squares, anxious to buy our "Century" brand, and we would be obliged to hire huge trucks to send the nickels to the bank.

Stranger things have happened.

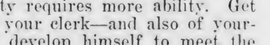
"It is surprising," said a very successful retailer, "how indifferently some proprietors look upon their clerks, and how they leave them alone after they have engaged them."

You see, this man had caught the modern idea that a clerk is not merely one who "waits on" customers, but that he should be a real salesman, that he should cultivate his personality so highly that he would create a pleasant feeling in every one who entered the store, and that he would make for his house staunch customers and good business friends.

All this requires real ability. It is difficult to learn, and the proprietor, recognizing this, should teach and encourage his clerks to develop and improve themselves to the very utmost of their ability.

The value and importance of the sales clerk is now being recognized by the business world. Factories are making such huge quantities of goods that the distributor is growing in importance, and with him his clerk.

This means more money and added responsibility; and added responsibility requires more ability. Get this under the hide of your clerk—and also of yourself—and help him to develop himself to meet the higher duties which await him. Thus he will increase your sales and make more money for you, as well as lay the foundations of success for himself.



What does my public want?

That is the query which should be written in letters of fire, each a mile high, upon the azure sky of every retailer.

And he should repeat it a million times, so it will be ever present in his mind when he is ordering goods.

Why not now take a onceover of your show window and your store with this question roaring in your ears?

Have you in your store the kind of goods your customers want? Have you?

(Continued on Page 17)

ANNOUNCEMENT

To those who have bought and those who expect to buy Universal Tobacco Machines

The fact that *we will sell at public auction* on January 13th, 1925 our excess manufacturing machinery and equipment does not mean that your orders for any of the following Universal Machines

MODEL "M" (New Type) Stripping and Booking Machine

MODEL "L" Scrap Bunching Machine

MODEL "S" Cigar Banding Machine

will not be promptly filled, or that you should not expect prompt delivery of any equipment, replacement parts, etc., which you may need to keep up the efficient operation of your Universal Machines.

If you have any old belt driven Model M Machines that you want to have rebuilt into **our New Planetary Gear Driven Double End Stop Lever Type Stripping Machines,** a good time to have this work done would be during the months of January, February and March.

Rebuilt Machines are guaranteed as to workmanship and material for the period of one year just the same as our new machines are. Our charge for rebuilding old type Model M's into our new type machine is $250 each.

Universal Tobacco Machine Co.

116 WEST 32nd STREET

New York, U.S.A.

Factory; Newark, N. J., U.S.A.

After all nothing satisfies like a good cigar

We will occupy Booths 27, 28 and 29 in the THIRD ANNUAL TOBACCO INDUSTRIES EXPOSITION at Grand Central Palace, New York, January 19th to 24th.

Detroit News

(*Continued from Page 9*)

John B. Thatcher, of the American Box Supply Company, has returned from a business trip to Chicago.

Pre-inventory sales have started and many dealers are advertising special sales on "Pipes and Smokers' Articles" at a reduction of from 25 to 33 1 3 per cent. Now is the time to do your Christmas Shopping Early, as Christmas is only 363 days off.

Detroit retailers have received Christmas and advance cards from representatives of eastern factories, saying they would be on the job the early part of the New Year and that they would expect *big orders*, owing to reports of the tremendous holiday business.

Start off the New Year right. Get your name on the 1925 list of subscribers for the TOBACCO WORLD. We print all the latest news regarding the Tobacco Industry.

Here's Wishing You One and All "A Happy and Prosperous New Year."

Yours truly,

MIKE OF DETROIT.

NEWS FROM CONGRESS

(*Continued from Page 10*)

The measure recognizes motor trucks as instruments of interstate transportation and extends to them the provisions of the Carlin Act, adopted in 1913, providing penalties for the unlawful breaking of seals of freight cars, containers, etc., and the theft of goods. In view of the increasingly important part which the automobile truck is playing in the movement of freight, the adoption of this legislation will be of great benefit to shippers, since at the present time it is difficult to obtain convictions for theft because of the requirement that the interstate character of the shipment be proved. Under the terms of the measure the waybill would be *prima facie* evidence of the interstate character of the merchandise.

YORK COUNTY ASSOCIATION HOLDS BANQUET

On Friday, December 19th, the York County Cigar Manufacturers' Association gave one of the best attended and most successful banquets ever held in that section of Pennsylvania, at Red Lion. The affair was attended by nearly three hundred York County cigar manufacturers, and other prominent persons connected with the cigar manufacturing industry.

The banquet consisted of a real York County roast turkey dinner served by a very capable caterer in Red Lion, and, needless to say, a good time was had by all.

B. M. Hannigan, president of the association, was toastmaster and following a short address by himself, introduced the following interesting speakers: P. V. Hoyle, of *The Tobacco Leaf;* Harvey A. Gross; former District Attorney of York County; T. E. Brooks, president of T. E. Brooks & Company; Chief Deputy G. Frank Lindemuth, of the York County Revenue Office; Congressman-elect Franklin Menges, and Assemblyman Hon. J. M. Flinchbaugh.

A fine musical entertainment was provided by local talent, and the banquet was voted a huge success by all those present.

HOLIDAY FESTIVITIES AT THE KING PERFECTOS FACTORY

The annual holiday celebration of the Louis King Cigar Company, manufacturers of the "King" perfectos cigar, at the factory, No. 9 Bank Street, Philadelphia (headquarters, Hartford, Conn.), was held on Friday, December 19th.

A banquet featured by the best obtainable, both wet and dry, was served to the 200 employees and invited guests, was followed by dancing to the music of De Pasquella's Jazz Orchestra and specialties by Zora Zerby in Oriental dances, songs by Amelia Thomas, Japanese dance by Evylyn Payne, and Italian dances by Mary Baselica. Arrangements were in charge of a committee headed by Miss Harriet Littman and Mr. I. Lazarow, superintendent.

Presents were distributed by the company at the close of the celebration.

ROGERS SUCCEEDS EIMERBRINK AT EISEN

C. H. Eimerbrink, vice-president of the firm of Otto Eisenlohr & Brothers, Incorporated, manufacturers of "Cinco," "Henrietta" and "Webster" cigars, has resigned from the firm and John J. Rogers has been appointed to take over the duties of Mr. Eimerbrink.

The resignation of Mr. Eimerbrink came as a great surprise to his many friends in the trade, and it is stated that he will, however, retain his stock in the firm. He will leave shortly for a trip to Panama, for a well-earned vacation and rest.

Mr. Rogers was associated for a number of years with the firm of Breslin & Campbell, and joined the Eisenlohr organization a little over a year ago.

The Eisenlohr brands were greatly oversold at the holiday period, and this is taken to indicate big business for them during 1925.

The fortieth packings of these brands for the holiday trade were packed in wood this year, as well as tin, for the first time since the war period.

CRESSMAN'S SETTLED IN NEW QUARTERS

The offices of Allen R. Cressman's Sons (now Mazer-Cressman Cigar Company), have been moved from their old location on South Third Street to Twenty-first and Ludlow Streets, where all sizes of "Counsellor" and "Mamel" will be carried in stock in large quantities. Fred D. Saunders has returned from a business conference held at the new Mazer-Cressman factory in Detroit.

TWO FIRMS FORMED FROM WM. BLACK & CO.

Announcement is being made to the trade that on and after January 2, 1925, the cigar box business and the Spanish cedar cigar box lumber business operated under the firm name of Wm. Black & Company will be conducted under the title of Alexander Ungar, Incorporated.

The new officers of this company will be Mrs. Alexander Ungar, president; Eugene Black, vice-president; Adolph Ungar, secretary; Harry F. Ungar, treasurer; Ilona Black, assistant treasurer.

The cabinet and humidor business will be continued under the name of Wm. Black & Company, Incorporated, with Eugene Black as president and Alfred Black as vice-president.

WALLER MAKES PLEA FOR CO-OPERATION OF LEAF DEALERS ON FREE INSURANCE

Jerome Waller, as president of the Leaf Tobacco Board of Trade of New York City, has sent the following letter to all members:

"Your board has adopted as part of its trade regulations two resolutions which were passed at the convention of the National Cigar Leaf Tobacco Association, held at Lancaster in June of this year, and as a member of the Leaf Tobacco Board of Trade of the City of New York you are presumed to be governed by these trade regulations, and that you may take proper cognizance of same and have a full knowledge of their contents, they are reprinted herewith.

"The first of these two needs no further comment or explanation. It is just and equitable to both buyer and seller, and no sound or logical reason can be advanced why allowances for shrinkage should not be adjusted in the manner prescribed.

"The second may at first thought seem to some both complicated and impractical, but it is only seemingly so.

"There is nothing therein contained which will prevent a merchant from making a specific contract covering free storage and insurance with his buyer at the time of sale that both are willing to agree to, but when such specific regulations have been agreed to, the seller should insist and the buyer should acquiesce in the fulfillment of the contract. In no other way can we correct the free storage and insurance abuse that has for so many years existed in our trade, the result, undoubtedly, of originally granting small favors which have constantly been extended until it has ceased to become an extension of favors only but an abuse of monumental proportions.

"By co-operation with the National Cigar Leaf Tobacco Association, the Leaf Tobacco Board of Trade of the City of New York and with one another, this evil can and will undoubtedly be overcome. That co-operation consists of strict adherence to the terms of sale (whatever they may be) and insistence on payment of charges for all overtime.

"If you will carefully read and digest the resolution, you will readily learn the part you have to play and will find that the difficulties are not insurmountable.

"By way of suggestion I might add that the printing of two clauses on your invoices will help you and will inform your buyers of your intentions, to wit:

"The above merchandise to be held for you at your risk in our warehouse free of storage and covered by fire insurance under our policies for .....

"As we are members of the National Cigar Leaf Tobacco Association we will charge for storage and insurance after expiration of specified storage period in accordance with the Association's trade regulations recently adopted.

"I realize that all beginnings are hard, but the situation must be met at some time, and I think the beginning of the New Year an opportune time to start. May I ask that you make this one of your New Year resolutions?

"Your officers extend to you the Compliments of the Season and their thanks for your assistance and confidence.

Trade Notes

The new Ben Franklin Hotel, located at Ninth and Chestnut Streets, is expected to be ready for the grand opening sometime this month. This hotel occupies the site of the famous old Continental Hotel, which housed several of our Presidents in the good old days. The cigar stand in the new hotel will be under the management of Yahn & McDonnell and they will feature the "Ben Franklin" pipe.

Charles N. Krohn & Company, of Cincinnati, Ohio, have taken on the "Havana Ribbon" cigar for distribution in that territory. Business at the Bayuk offices at Third and Spruce Streets has been humming along as usual, and the company feels very optimistic towards prospects of big business on their brands for the year 1925.

The recent Tampa strike hit the retailers and jobbers in this city much harder than was anticipated, and many complaints were heard because of the fact that, in many instances, only one-quarter of the amount of Tampa goods ordered could be delivered in time for the holiday business.

Joseph Levy, Coraza Cigar Company representative, has returned to headquarters at Seventh and Cherry Streets for the holidays after spending some time promoting the "Marshall Field" cigar in the South, and states that the outlook for this brand is extremely bright for the new year.

According to reports, the year 1924 made a good showing for the pipe manufacturers, the Christmas business showing up much better than was anticipated for this line.

William Paley, of the Congress Cigar Company, expects to sail for Porto Rico during the next two weeks to make an inspection of the leaf situation in that country. He will be accompanied by Charles Gans.

Jacob Labe, of the Havana department of the leaf tobacco firm of H. Duys & Company, was a visitor in Philadelphia last week.

LORILLARD MAKES BIG PURCHASE

The Burley Tobacco Growers' Association, with offices at Lexington, Ky., announce the sale of 1,750,000 pounds of burley to the P. Lorillard Company. James G. Stone acted for the association and Major A. H. Shinkle, of Louisville, for the Lorillard Company in the transaction.

C. E. BAIR TO HAVE NEW BUILDING

C. E. Bair & Sons, of Harrisburg, Pa., have started construction on a new building, which will contain their offices, stockroom and showroom, and to which their present quarters will be moved as soon as the new building is ready. They are the manufacturers of the well-known "Aristocrat."

AARON HOOBER DIES

New Holland, Pa.

Aaron Hoober, prominent leaf tobacco packer of this place, died suddenly here during the week of December 20th. He was a member of the Lancaster Cigar Leaf Board of Trade.

Just what is it that happens when tobacco is "aged in wood"?

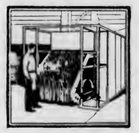
—and why has no other mellowing process been equally successful?

FROM the smoker's standpoint, both these questions are easy to answer.

You know how ageing in wood mellows fine wines? Well—it does the same thing for fine tobaccos—removes the harshness and bite of "raw" tobacco, and ripens and sweetens it for smoking. And substitute methods fail, simply because they do not prove out in your pipe—the tobacco isn't as rich, nor as mild, nor anywhere near as satisfying.

Half-answers, of course—yet the most learned discussion can go little further. You may learn, if you care to, that before tobacco can be "aged" it must be conditioned with most scrupulous care—it must contain just so much moisture, by weight; no more, and no less. You may delve deeper into science, and learn that the leaf remains "alive" while ageing: although cut from the plant, cured, and packed tightly away in the dark, it goes through a natural "sweat" twice each year—grows limp and soft, and literally steeps in its own essences; and every shred of it is saturated with flavor.

Roll the smoke around in your mouth, and notice how "ageing in wood" has taken off the rough edges.



Drying oven in which tobacco is "ordered" or conditioned before it is "aged in wood."

It takes years, literally: it ties up huge sums in costly tobacco for long periods, hence is the most expensive of all mellowing methods. But the less haste, the more taste. As you can readily prove, no other method, however much cheaper and faster it may be, can equal "ageing in wood," for mildness, for richness and "body," for satisfying good taste.

How future Velvet quality is assured—sixty million pounds of choice Kentucky Burley bought in one transaction, and stored away to "age in wood."

Hence in making Velvet, we discard the money-saving "hurry-up" methods. We use the best brown Burley, grown in the rich limestone soil of the Kentucky Blue Grass country—and every ounce of it is patiently "aged in wood" till sweet as a nut and just right for smoking.

After all, the thing that interests smokers is results, not processes—but bear in mind that it is only as a result of the "ageing in wood" process that you get Velvet.

Velvet

—the aged in wood tobacco

LIGGETT & MYERS TOBACCO CO.

CIGAR PRODUCTION CONTINUES TO FALL BEHIND LAST YEAR

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of infernal revenue collections for the month of November, 1924. (Figures for November, 1924, are subject to revision until published in the annual report.)

Products.	*November, 1923.*	*November, 1924.*
Cigars (large)		
Class A .....No.	227,505,993	220,980,705
Class B .....No.	140,284,605	111,979,158
Class C .....No.	261,567,142	248,314,960
Class D .....No.	14,765,930	14,968,231
Class E .....No.	6,563,743	5,169,485
Total	650,687,413	601,412,539
Cigars (small) .....No.	45,522,900	39,184,200
Cigarettes (large) ....No.	1,597,410	1,413,001
Cigarettes (small) ....No.	5,361,418,627	5,356,073,937
Snuff, manufactured ..lbs.	3,232,264	2,793,500
Tobacco, manufactured lbs.	30,148,185	27,416,052

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in enclosed supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of November.

Products.	*November, 1923.*	*November, 1924.*
Cigars (large)		
Class A .....No.	9,688,900	9,731,200
Class B .....No.	1,275,500	1,280,900
Class C .....No.	4,033,040	4,379,750
Class D .....No.	15,025	7,775
Class E .....No.	100	.....
Total .....No.	15,012,565	15,399,625
Cigars (small) .....No.	2,000,000	1,000,000
Cigarettes (large) ....No.	210,000	250,000
Cigarettes (small) ....No.	46,400	200

Tax-paid products from the Philippine Islands for the month of November.

Products.	*November, 1923.*	*November, 1924.*
Cigars (large)		
Class A .....No.	14,262,508	16,530,880
Class B .....No.	485,780	293,710
Class C .....No.	107,090	147,963
Class D .....No.	2,665	8,510
Class E .....No.	1,355	1,311
Total .....No.	14,859,398	16,982,374
Cigarettes (large) ....No.	.....	200
Cigarettes (small) ....No.	79,980	48,387
Tobacco, manufactured lbs.	15	24

Note: Quantities of tax-paid products shown in above statement are indicated by stamp sales reported for the month.

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA BY VAL. M. ANTUONO

ABOVE ALL BOLD CIGARS

Bold cigars are the leading sellers with thousands of dealers catering to steady trade who appreciate quality.

They are wonderful Business Builders.

Bobrow Bros. Inc., Mfgrs.
Philadelphia, U.S.A.
Makers of Topic-LaTosella-Recall

"MEET US AT THE TOBACCO SHOW"

Business Building

(*Continued from Page 11*)

Or have you some which you bought because they pay large profits when sold? And have you some which you bought because they chorded with your individual fancy? And have you some which you bought on the strength of the silver-tongued salesman who assured you they were crackerjacks, regular fellers, and that they would sell like hot cakes in December?

If so, then you have a lot of shelf loungers, who have tied up your good money, are camping on valuable space, and turning over about as often as a tired, fat and lazy porker after a dinner of a couple of bushels of corn.

Let the great truth sink deep in your cerebrum that buying goods is indeed a fine art, one of the most important functions of your duties, and that the very success of your business depends upon your skill and wisdom of selection.

Buy what the public want, and you will score a bull's eye.

Here is a big and successful retailer tells us that none of us make enough resolutions, and I'm jiggered whether I agree with him or not. How do you feel about it?

We are told that as the man is, so is the business, because the business is really the shadow of the man. Therefore if the man is brave, courageous, efficient, energetic, industrious, persevering, active, prudent, wise, economical, progressive, skillful and possessed of a hundred and one other qualities which I haven't space to mention, that his business will partake of all these, that it will be progressively successful and ornament him with wealth, fame and honor.

But how in the name of the Little God of Fortune can a man maintain all these excellencies without making resolutions, and many of them?

For the sake of simplicity I am inclined to disagree with the man who suggests making many resolutions. It would keep a fellah so busy remembering them that he would have no time to put them in practice. Why not cut 'em down to one, and let that one be something like this: I hereby solemnly resolute that I will earnestly strive with might and main, with stress and strain, to be a highly efficient business man?

And let it go at that.

If you will make that resolution, and live up to it you will not only harvest the spuds, but you will have more fun than a road-burner in his racer giving a ha! ha! to the cops.

UNIVERSAL WILL REBUILD MODEL M MACHINES

Those cigar manufacturers who have old belt-driven Universal Model M stripping and booking machines will be interested to know that the Universal Tobacco Machine Company, is now rebuilding these machines with a one year guarantee as to workmanship and material. The machines will be rebuilt into the New Planetary Gear Driven Double End Stop Lever Type.

January, February and March are good months to have this work done in. The Universal's charge for rebuilding the old Model M into the new type Model M is $250.

JOSEPH B. WERTHEIM DIES

Joseph B. Wertheim, who has been connected with the cigar manufacturing industry for nearly forty-five years, died suddenly from a heart attack on December 17th, in New York City. Mr. Wertheim was being driven in an automobile to his apartment in the Ansonia Hotel, when he was stricken and died before medical aid could be given him.

Mr. Wertheim started as a salesman in 1880 with the firm of T. J. Dunn & Company, and remained with that firm until 1900, when he became associated with the firm of E. M. Schwartz & Company. He remained with the Schwartz firm until it was taken over by the Consolidated Cigar Corporation and then decided to retire. After a short period of inactivity he decided to return to the cigar industry and became associated with Mr. Sam T. Gilbert in the Webster Cigar Company, as salesmanager and vice-president, and continued in that capacity until his death. Mrs. Wertheim died about a year ago. The funeral was held on Sunday morning, December 21st, at the Hornsthal's Funeral Parlors in New York City.

SURVEY BEING MADE TO FIND EXTENT OF USE OF AMERICAN SHIPS

A nation-wide survey of the extent to which American manufacturers and exporters are utilizing American ships has been undertaken by T. V. O'Connor, chairman of the United States Shipping Board, who has addressed personal letters to over 10,000 exporters, importers and others engaged in foreign commerce, asking them whether they are using American ships.

The Shipping Board owns approximately 275 of the 300-odd vessels in the foreign service under the American flag, which includes all foreign transportation with the exception of the West Indies services and certain industrial carriers. With but twenty-six ships in the foreign service under private ownership, it has been found impossible to transfer the Government fleet to private American capital under present world conditions with the result, points out Chairman O'Connor, that there must be Government operation of vessels or practically no operation at all under the American flag.

American business men are asked to advise the Shipping Board whether, if foreign vessels are used, any advantage is derived which could not be had from American vessels; whether American ships could be designated to handle importations; whether it would be possible to route at least 51 per cent. of export or import business by American vessels. When replies to the question I am asking in the letters are received we should have an honest expression from that element of the American public which uses ocean-going vessels for the shipment of their products."

FIRE DAMAGES SCHWARTZKOPF-RUCKERT FACTORY

Fire swept the cigar box factory of Schwartzkopf-Rückert, Incorporated, at 417 East Thirty-sixth Street, early on the morning of December 17th. The box factory was practically totally destroyed with a loss of about $200,000. Five alarms were turned in and a large portion of the New York City apparatus was sent to the scene, and considerable difficulty was experienced in preventing the fire from spreading to adjacent property.

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO
MANUFACTURERS OF
HIGH GRADE CIGAR BOXES
CEDAR SAW
AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. 4270 LEXINGTON ESTABLISHED 1875.
637-641 EAST 17TH ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

GREENE'S HAVANA RIDDLE "THE BEST CIGAR THIS SIDE OF A DIME":—44,018. For cigars. December 16, 1924. Joe C. Greene, Greenwood, S. C.

COLD BROOK:—44,019. For tobacco manufactured in all its forms. November 21, 1924. Elmira Tobacco Co., Inc., Elmira, N. Y.

CROSS-WORD:—44,020. For cigars. December 17, 1924. C. N. Foreman & Co., Red Lion, Pa.

EL PHILASCO:—44,021. For cigars. December 17, 1924. Phillip Assner & Co., Boston, Mass.

ROMATO:—44,022. For cigars. December 17, 1924. E. Kleiner & Co., Inc., New Yokr, N. Y.

STACHELBERG'S TAMPA SELECTION:—44,023. For all tobacco products. December 17, 1924. American Cigar Co., New York, N. Y.

PARK AVENUE:—44,025. For cigars, cigarettes and tobacco. November 11, 1924. D. Emil Klein Co., Inc., New York, N. Y.

MARSHALL ROBERT:—44,026. For all tobacco products. December 19, 1924. Marshall Robert Tobacco Co., Jersey City, N. J.

EDGAR EXTRA:—44,028. For pipes and smokers' articles. December 22, 1924. Edgar Laughton, New York, N. Y.

MEDAL OF HONOR:—44,010. For all tobacco products. October 27, 1924. The Mochle Litho. Co., Inc., Brooklyn, N. Y.

SINGER'S 2727:—44,011. For all tobacco products. December 9, 1924. The Mochle Litho. Co., Inc., Brooklyn, N. Y.

CAPTAIN R. H. RANGER:—44,012. For all tobacco products. December 9, 1924. American Litho. Co., New York, N. Y.

LEE ELLA:—44,016. For twist tobacco. December 13, 1924 Southern Tobacco Co., Memphis, Tenn.

LATIN-AMERICAN:—44,017. For cigars, cigarettes and tobacco. December 15, 1924. Alonzo Bros., Tampa, Fla.

TRANSFERS

INNOVATION:—42,462 (Tobacco Merchants Association). For cigars. Registered February 17, 1922, by Cole Litho. Co., Chicago, Ill. Transferred to The M. Richman Co., Delaware, Ohio, December 20, 1923.

LOS RAMOS:—16,952 (Tobacco World Registration Bureau). For cigars, cigarettes and cheroots. Registered January 13, 1909, by Wm. Steiner Sons & Co., New York. Transferred to Cole Litho. Co., Chicago, Ill., November 25, 1919, and re-transferred to The M. Richman Co., Delaware, Ohio, February 11, 1924.

CYRUS THE GREAT:—22,689 (Tobacco Leaf). For cigars. Registered February 1, 1902, by Cole Litho. Co., Chicago, Ill. Transferred to Ehrlich & Gertz, Chicago, Ill., October 18, 1912.

SUNSHINE CITY:—22,293 (Tobacco World). For cigars, cigarettes and cheroots. Registered May 10, 1911, by Utopia Cigar Co., St. Petersburg, Fla. Transferred to W. H. Streeter Cigar Co., St. Petersburg, Fla., December 15, 1924.

PENN TOBACCO COMPANY INSURES EMPLOYEES

New York, N. Y.

Life insurance at low cost and with exemption from medical examination has been provided for employees of the Penn Tobacco Company, of Wilkes-Barre, Pa., through an arrangement made by their employer with the Metropolitan Life Insurance Company. Ninety-four employees of the Penn Company are covered by a group insurance policy for a total of $94,000 as each individual's protection amounts to $1000.

Certain service helps supplement the insurance contract. These include the distribution of health booklets, and a free visiting nurse service.

REYNOLDS SUED BY BAILEY BROTHERS RECEIVER

According to reports, suit has been filed in Greensboro, N. C., by W. A. Ashby, on behalf of the stockholders of the bankrupt firm of Bailey Brothers, against the R. J. Reynolds Tobacco Company, of Winston-Salem, and the Wachovia Bank and Trust Company, charging conspiracy in calling the loans of the Bailey Brothers concern in order to force them into bankruptcy, and enable the Reynolds Company to acquire property in Winston-Salem which was held by Bailey Brothers.

FIVE NEW CIGAR FACTORIES

York, December 28.

Five new cigar factories have opened in the York-Adams district so far this month. They are: Tampa Cigar Company, Brogueville; Samuel R. Keener, Windsor; T. E. Brooks & Company, Reamstown; William H. Blymire, Red Lion, R. D., and John C. Gable, Windsor.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all we've been telling you, it's a good cigar.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America

Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO

286.89
T22P

For six generations the art of cigar making has attracted the best Filipino workers in the Philippine Islands

There are no other industries at Manila requiring skilled hand labor that offers employment to large numbers of people. The cigar factories, therefore, have always the opportunity to obtain the brightest and the best young workers, and to train them in methods made famous by the Spanish Masters of the craft.

Quick and adaptable, possessing native skill and capable hands, the Filipino Worker is second to none in the World where patient and careful craftsmanship is required.

Manila cigars sold in the United States are hand-made, long-filled.

PRICE FOR PRICE MANILA CIGARS CHALLENGE COMPARISON

Manila Ad Agency

15 WILLIAM STREET, NEW YORK

Send for List of Agents and booklet.

'Phone Broad 1C15

JANUARY 15, 1925

VOLUME 45 No. 2

JAN 19 1925
U.S. Department of Agriculture

THE TOBACCO WORLD

SOMETHING NEW
In Cigar Boxes
L
&
M
Meet Us at the Tobacco Show
BOOTH No. 94
LESCHEY-MYERS CIGAR BOX CO.
CIGAR BOX MANUFACTURERS
YORK-HANOVER-EPHRATA-PHILADELPHIA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

This is our Sign at Atlantic City—It's 30 ft. high, 250 ft. long. It talks to Millions of People.

Four Years of Resultful Trade Paper Advertising
Two Years of Newspaper and Outdoor Advertising

ACTUALLY the best—wooden cigar boxes offered unusual opportunity for advertising exploitation.

The success of this past advertising is a matter of common knowledge.

Today wooden cigar box advertising has passed the point where its effect is solely upon cigar manufacturers.

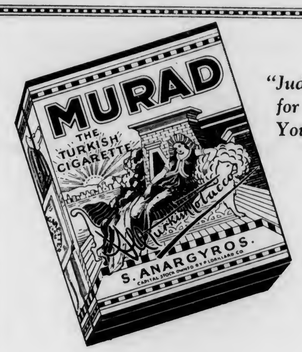
Individual smokers look askance at cigars offered as of good quality unless they are in wooden boxes.

Like a pebble-started ripple in a quiet pool, wooden cigar box advertising effect has spread—each year carrying an inheritance from the advertising that has gone before—until like a great tidal wave the accumulated power is ready to sweep all opposition before it.

The day when consumers insist upon cigars in wooden boxes is at hand.

After all nothing satisfies like a good cigar

The Best Cigars are Packed in Wooden Boxes



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

LA PALINA
CIGAR
Meet us at the Tobacco Show
CONGRESS CIGAR CO - Philadelphia, Va.

Get the Utmost in Advertising Values
at practically no expense
by using the
WOODEN CIGAR BOX
for your brands.
They help *sell* your cigars.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

WAITT & BOND

Blackstone
CIGAR

Havana

Filler

Absolutely!

If you want a fast moving number, stock up on

TOPIC
CIGARS
"Good from End to End"

In all sizes--shapes and colors

Bobrow Bros. Inc., Mfgrs.
Philadelphia, U.S.A.
Makers of Bold-LaTosella-Recall

"MEET US AT THE TOBACCO SHOW"

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO
VERY MILD VERY MILD
CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

RETAIL STORE MANAGER, WHO HAS ALSO BEEN Jobber's Representative, desires position. Has had six years' experience and is at present employed in Philadelphia, but would change residence if necessary. Best of references. Address Box No. 477, care of "The Tobacco World."

POSITION AS SUCTION FOREMAN WANTED BY MAN thoroughly experienced in Suction Work. Twenty years' experience in the largest factories in the country. Box No. 471, "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 45 JANUARY 15, 1925 No. 2

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY

Fragrant aroma and delightful taste are difficult to retain, even in the finest tobaccos. We know only one way ~ toasting, a costly extra process, but worth it ~ the flavor wins.

LUCKY STRIKE
"IT'S TOASTED"
Guaranteed by
The American Tobacco Co.

Increase Profits and Production by using
COLWELL'S AUTOMATIC
BUNCH MACHINE

Mr. Cigar Manufacturer, you owe it to yourself to employ every means possible to reduce cost of production.

You should put this AUTOMATIC LONG FILLER BUNCH MACHINE to work for you now and save money by reducing the cost of making your bunches.

Two operators can easily learn to run this machine and will soon become proficient.

It only takes up about 3 x 4 feet of floor space and is driven by a ¼ H. P. motor which consumes little current and can be operated from any ordinary light socket.

It is substantially constructed and will render long years of valuable service.

Catalogues and any particulars upon request

COLWELL CIGAR MACHINE COMPANY, Inc.
131 Washington Street, Providence, R. I.

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1924 requirements.

WE SPECIALIZE IN BOITE NATURE BOXES
First Class Cigar Boxes Guaranteed

MAPACUBA

"BETTER SMOKING"

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 5620. 5621, 5622
MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

Wolverine CIGAR MACHINES

BUNCH BREAKERS
CIGAR PACKERS
BUNDLE PACKERS
ROUND CAN PACKERS

PULTE-KORRECK MACHINE CO.
231 233 IONIA AVE. N.W.
GRAND RAPIDS MICH

FOR GENTLEMEN OF GOOD TASTE

SAN FELICE
2 for 15¢
EL VERSO
10¢ 2 for 25¢ 15¢
TWO GOOD CIGARS

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

Volume 45

THE TOBACCO WORLD

Number 2

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JANUARY 15, 1925 Foreign $3.50

EDITORIAL COMMENT

NEXT week the Third International Tobacco Show opens its doors in the Grand Central Palace in New York City. Endorsed by the Tobacco Merchants Association and supported by many of the most important firms in the industry it will be by far the most imposing exposition attempted by the tobacco industry.

Undoubtedly the exposition idea is on trial at this show, so far as the tobacco industry is concerned. So far as the TOBACCO WORLD is concerned, it has faith in an annual exposition of the tobacco trade. But the success of any venture does not depend on one opinion, or on the efforts of one individual. Success is the result of co-operation, willingly or unwillingly. Successful business relations are mutually benelicial. The management of this exposition cannot make it a success unless there is the complete co-operation of the exhibitors and of the trade.

There is no question but what more smokers will be brought to this show than to any previous one. The opportunity is present to sell the tobacco industry to the visiting public. If successful it means bigger crowds at the exposition in 1926, and more prestige and good will for the industry in general, and the exhibitors in particular.

The Victor Talking Machine Company and the Campbell Soup Company have spent millions in creating primarily, prestige and good will for their products, and incidentally putting Camden, N. J., on the map. Their advertising has created sales for every talking machine company and every soup company in the United States, but these two corporations have reaped a satisfactory share of the business.

The cigar industry in particular is in need of rejuvenation. The advertising to the general public, however, has been confined to comparatively few firms. But these firms are well satisfied that advertising pays. While production declines, the firms doing national advertising are steadily increasing their sales.

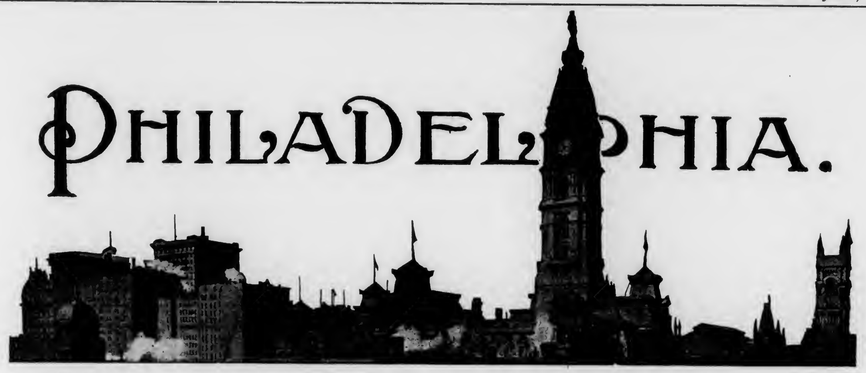
From an advertising standpoint a tobacco show is a splendid investment if it can be made representative, and if the exhibitors will do their fair share to bring the smoking public to such an exposition. The most elaborate plans have been made to create widespread interest in this 1925 show, but it is hardly fair to place the entire responsibility on the shoulders of the management. From the standpoint of his investment, aside from his interest in the industry, every exhibitor should elect himself a personal representative of the show and leave no stone unturned to bring the greatest possible number of his jobbers, retailers and customers to the Grand Central Palace next week.

In a period of twenty years and less, cigarmakers have risen from the bench to have their fortunes estimated today in six figures or more. But the sad story is that year by year they have been curtailing what might be called productive expenses, and maintaining or increasing non-productive expenses.

Our personal experiences have been that our returns were largely in proportion to what we spent to actually create business. We admit a number of exceptions, but the tendency in the cigar industry is to take everything out of it, and put nothing back. There are unquestionably economic reasons why the cigar industry must drift into fewer hands, but the fault lies within the industry.

If a comparatively few concerns are to carry on the national advertising of the cigar, if they are to finance the progressive movements of the industry, if they are to support the trade publications, and such worthy enterprises as tobacco expositions, etc., then they are justly entitled, and will have well earned, all the prestige and good will, and profits accruing to the successful operation of their business. Economic law does not presume, nor does it work out in practice, that the efforts of a few will bring success and prosperity to all.

Those manufacturers who are supporting this Third Tobacco Show are entitled to the fullest support of the industry, and deserve the fullest success for their confidence and progressive spirit.



JIMMIE GOLDWATER A VISITOR

"Jimmie" Goldwater, the "Natural Bloom" booster, is making Philadelphia his headquarters while visiting this territory, and including Baltimore and Washington, in the interest of his brand. However, he wll return to New York in time to be present at booth No. 66 at the tobacco show all next week, and a cordial invitation is extended to all his friends in the trade to visit him there.

Dusel, Goodloe & Co. are the distributors for the "Natural Bloom" in Philadelphia and vicinity.

PHILADELPHIA FIRMS AT TOBACCO SHOW

Philadelphia cigar manufacturing firms will be well represented at the Tobacco Show to be held at the Grand Central Palace, New York City, next week, by the following:

Bobrow Brothers, Incorporated,
Coraza Cigar Company,
Congress Cigar Company,
Otto Eisenlohr & Brothers, Incorporated.

PIPE ONLY BROKEN IN FALL

William Ford, a Philadelphia carpenter, is glad that all the sand at Margate City has not been converted into lawns.

While working on a scaffold Thursday afternoon at Essex Avenue and Oak Grove, in Atlantic City, he fell thirty feet, landing into a sand bank. A pipe he was smoking was broken, but he was uninjured.

SAFETY PIPE WILL EXHIBIT AT THE SHOW

The Safety Pipe Company will exhibit their novel pipe at the tobacco show, January 19th to 24th, inclusive, at booth Nos. 109 and 110, and extends an invitation to the trade to visit their booth and inspect their product.

This pipe is shaped like a cigar and the fact that ashes or sparks can not fly out, even in a high wind, makes it appeal especially to automobilists, as well as all other pipe smokers.

BONDY ON MEDITERRANEAN CRUISE

Richard C. Bondy, Senior Vice-President of the General Cigar Company, left New York City last week on the steamer "Adriatic" for a cruise to the Mediterranean Sea. He expects to visit Gibraltar, Madiera, Algiers, Monaco, Naples, Piraeus, Constantinople and Alexandria. The cruise will take about two months.

STEINER BANDING MACHINE AT THE SHOW

Visitors to the tobacco show held in New York the week of January 19th to the 24th will have the opportunity of seeing a wonderful machine in operation.

The improved new model banding machine for ungummed bands will be on exhibit in booths Nos. 27 and 28, where it will band J. H. Swisher & Son's "King Edward" cigars.

It is truly remarkable that any machine could be invented which would do such magic and it is almost beyond human knowledge.

This improved new model banding machine for ungummed bands with one operator will band at least fifteen thousand packed cigars per day. It is easily operated—does not get out of repair and is 100 per cent. fool proof.

Anyone who misses seeing this machine in operation will always regret it.

William Steiner Sons & Company, 257-265 West Seventeenth Street, New York City, are the sole distributors for this wonderful invention.

DEMUTH ANNUAL SALES CONVENTION

The annual sales convention of the William Demuth & Company, was held at the headquarters of the company last week and much optimism was evident toward prospects for the year 1925 being the biggest ever for "W. D. C." pipes.

The company entertained the entire convention at dinner at the Cafe Beaux Arts, and later at a theatre party.

"OPTIMO" FACTORIES OPERATING AT CAPACITY

The factories of A. Santaella & Company, Tampa and Key West, are again producing "Optimo" cigars to their full capacity following a short shutdown for inventory. Many retailers did not receive their full orders on this brand in time for the holiday business, consequently express shipments are still the order of the day in order to fill up the depleted stock on hand.

MIKE STONE OPENS RETAIL SHOPPE

George (Mike) Stone, the well known cigar salesman, of Detroit, Mich., has opened a retail cigar store at 119 West Fort Street, and the store will be known as Stone's Smoke Shoppe.

Here's a chance for some of you good salesmen to try your luck.

HAVE YOU SECURED YOUR SPACE AT THE SHOW?

If you want to find the manager, during the International Tobacco Products Exposition at the Grand Central Palace, New York, National Tobacco Week, January 19th to 24th, look for the fellow with the straw hat.

Harry Cochrane, president of the National Exposition Company, and general manager of the Tobacco Exposition has had many years of experience in expositions and appreciates the difficulty experienced by exhibitors and the public wanting to see the manager and discuss matters that may be of benefit to the exposition and all its exhibitors.

"There he is!" accompanied by a pointing finger to a group of a dozen or a hundred men doesn't mean much to an individual who wouldn't recognize the manager if he walked into him, never having seen him before, but this happens many times a day during an exposition.

Cochrane has a solution he believes that will not make it necessary for him to regale himself in a uniform with gold braid and other fixings and the label of "manager" on the peak of his cap—he is going to wear a straw hat during the exposition, that is, he will wear one while inside the Grand Central Palace on the exposition floor. He doesn't agree to wear it to and from the exposition even to advertise National Tobacco Week.

If you want the manager look for the fellow with the straw hat but overlook the fact that it is past September 15th.

A rest room for ladies and a smoking room for men and a lengthy program of motion pictures to entertain those waiting or resting, will be among the many new features to be found in the Tobacco Products Exposition this year.

The motion picture program at the Tobacco Industries Exposition will include films of tobacco cultivation and manufacture and allied interests.

Following is a list of exhibitors:

	Booth No.
American Tobacco Company	80
Alliance Tobacco Company	106
American Machine & Foundry Company,	89, 92, 93 and half of 96
American Cigar Company	58
American Lithographic Company	88
Animated Products Corporation	—
Bobrow Brothers	part of 71
Bureau of Insular Affairs (Philippine Government)	part of 71
A. Bornholdt & Company, Incorporated	48
The Bahnson Company	111 and half of 110
Harry Blum	66
Brunhoff Manufacturing Company	68
Congress Cigar Company	35
Cardwell Machine Company	63
Connecticut Valley Tobacco Growers Association	69
The Coraza Cigar Company	40
Cullman Brothers, Incorporated	87
A. Coulapides, Incorporated	64
E. P. Cordero & Company	131
Isidore Cohen	9
Cigar and Tobacco Journal	sign only
Carrier Engineering Corporation	west half 90
Durlach Brothers, Incorporated	half 86
H. Duys & Company, Incorporated	part of 70
East Prospect Cigar Company	95
Otto Eisenlohr & Brothers	37
W. C. Frutiger & Company	108
Sidney J. Freeman & Sons	67
S. Frieder & Sons Company	45
E. H. Gato Cigar Company	91
Samuel Gordon	half of 90
General Cigar Company	46
Hamburger Brothers & Company	47
Himoff Tobacco Machine Company	62
International Banding Machine Company	27 & 28
Josephson Brothers	60
Kemper-Thomas Company	104 & 105
D. Emil Klein Company	half of 96
E. Kleiner & Company, Incorporated	38
Robert J. Kugelman, Incorporated	fifth of 70
E. A. Kline & Company	part of 86
Kapp & Peterson	quarter of 86
Loudon Manufacturing Company	19
Leschey-Myers Cigar Box Company	94
Lyons Manufacturing Company	8
Liggett & Myers Tobacco Company	sign only
A. W. Maas & Company, Incorporated,	half of 36
Manufacturers Machinery Corporation	20
Heinrich Neuberger	133
Alfred Orlik	65
Park & Tilford	half of 70
Harry Prochaska, Incorporated	part of 26
E. Popper & Company, Incorporated	83
Reese Mitchell Cigar Company	half of 97
Retail Tobacconist	49
Rochester Folding Box Company	59
H. L. Rogers Company, Incorporated	quarter of 66
Ruy Suarez & Company	half of 36
E. B. Strickler	103
Selgas & Company	132
Safety Pipe Company	half of 109-110
Tobacco Leaf Publishing Company	85
Tobacco Record	44
Tobacco Trade Journal	115-116
Carl Upmann, Incorporated	61
U. S. Tobacco Journal	81 and 82
Western Tobacco Journal	130
York County Cigar Manufacturers Association	99, 100, 101
Split Stem Pipe Corporation	17
Universal Tobacco Machine Company	29
Julius Klorfein	window display
Tobacco Products Corporation	window display
Braxton Frame Company, Incorporated	east half 39
John Chatillon & Sons	10
Porto Rican Government	22 and 23
Reid Ice Cream Company	half of 32
Tobacco Merchants Association	84
Travellers Protective Association	107
Seatown Novelty Company, Incorporated	11
S. E. Guinn Manufacturing Company	16
I. Lewis & Company	79
Miami Valley Tobacco Growers Co-operative Association	59

LATEST ADDITIONS TO LIST OF EXHIBITORS

Lador, Incorporated.
Knickerbocker Photo Service.
Pasbach-Voice Lithograph Company.
American Humidor Cigar Box Company.

York County News

THE York County cigar manufacturers, after completing their inventories and with an abbreviated layoff to take the same, are now in the midst of a program to increase production to satisfy the ever increasing demand for York County five-cent cigars, and all means are utilized to make more cigars to fill a large accumulation of orders.

The manufacturers of this section realize that they must maintain the same high quality in their cigars that has prevailed in the past, and with that thought in mind, have and are providing themselves with stocks of the best tobaccos obtainable, to cover the year's requirements with allowances for still greater production of cigars in 1925 than in 1924, and leaf tobacco representatives are very much in evidence.

The York County Cigar Manufacturers' Association held their annual election of officers at Red Lion, Pa., on Monday night, January 12, with a record attendance, the following officers being chosen for the year 1925:

B. M. Hannigan, President; Arthur McGuigan, Vice-President; Arthur Ziegler, Treasurer, and C. M. Ehehalt, Secretary.

The committee consisting of A. S. Ziegler, J. C. Winter and C. M. Ehehalt, who have been hard at work making arrangements for the York County Cigar Manufacturers' Association exhibit at the tobacco show to be held at the Grand Central Palace in New York City next week, are now co-operating with the manufacturers in completing the final plans to make this exhibit an outstanding one, and truly representative of the activities of this association.

A number of the manufacturers will have individual displays and exhibits of their product, and there will be a big representation of manufacturers in attendance at the show which will give the many jobbers who anticipate being present an opportunity to further the acquaintance of these manufacturers of quality nickel cigars.

Mount Wolf

The J. A. Doll Cigar Company, with factories in this town and at Codorus, Pa., will start shipping cigars under their new "Covered Wagon" label this month. This label is one of the most beautiful pieces of lithographic art that has ever been used in the marketing of a nickel cigar, and orders are being received from all over the country for this brand, which, due to the high standard of quality under which it is produced, makes it more popular every day.

Red Lion

Due to the untiring efforts of the committee of the York County Cigar Manufacturers' Association, consisting of T. E. Brooks, B. M. Hannigan and C. S. LaMotte, who secured the assistance of Auditor General S. S. Lewis, who obtained the support of U. S. Senator George Wharton Pepper, an interview was held with B. D. McCaughn, Collector of the First Revenue District of Pennsylvania, and the great need of a revenue office at Red Lion was taken into consideration, with the result that word was received from the Department of Internal Revenue at Washington, D. C., on December 19, 1924, that an internal revenue office was being created at Red Lion, Pa., and which gives York County the distinction of being the only county in the United States having two revenue offices.

These gentlemen are to be greatly commended for the acquirement of this notable concession, which will mean much for the convenience of all cigar manufacturers in this section.

The new revenue office will be located in the new building of the First National Bank, who have rented office space and vault facilities to the Government for the nominal sum of $1 per year.

T. E. Brooks & Company, manufacturers of "Canadian Club" and "Havana Sweets" brands, have all their fourteen factories working to capacity, which is now totaling a weekly production of over a million cigars.

T. L. Adair, of T. L. Adair & Company, manufacturers of "Argood" and "El Cortel" cigars, has the sincere sympathies of all his friends in this time of his bereavement.

The death of Mr. Adair's aged mother occurred on January 13, 1925.

W. H. Kaltreider, of the Kaltreider Cigar Company, makers of "Stone Mountain" cigars, recently returned from a trip to Florida.

J. C. Winter & Company, who are one of the largest producers of cigars in this section, are still very much oversold on their "O San," "Skill" and "Champagne" brands.

Arthur-Perry Cigar Company have their new factory filled with hands making their "A. & P." brand of cigars, which has gone over big with the trade.

D. C. Kaltreider & Son have opened up accounts with a number of new jobbers on their popular selling brand, "Apollo," foil-wrapped invincibles.

Martin Neff & Sons are having a big call for "Middy" foil-wrapped invincibles, and are receiving orders from many new jobbing connections.

Superior Cigar Company are having a new design made for their "Pride-Mark" label; this brand and "Pay Day" being their leaders.

Kelly Cigar Company are seeking new factory locations to increase the production of "Kelly" cigars.

West End Cigar Company have as their leaders "Utica Club" and "Little Dan O'Brien." Mr. Harry Neff of this concern has recently returned from a trip South in the interest of these brands.

D. A. Horn, of the Tampa Cigar Company, is now in Wisconsin securing some fine tobaccos for the coming year for their big selling brand "Federal Judge," which has a distribution from coast to coast.

Yorkana

E. B. Strickler, will have an attractive exhibit of "Strickler's Double Quality" cigars at the coming tobacco show.

Yorkana Cigar Company still enjoy a nice business on their "Garcia" triangulares cigars, which are packed in a very attractive and novel packing.

East Prospect

B. M. Hannigan, of the East Prospect Cigar Company, manufacturers of "Epco" and "Emilia Garcia" brands, has again been chosen to head the York County Manufacturers' Association at the recent election of officers, and much praise is due Mr. Hannigan for his untiring efforts in behalf of the association.

A. F. Burg reports a good business on his "Pinta" individually foil-wrapped brand.

Windsor

Roy Snyder, of W. H. Snyder & Sons, is on a trip West visiting some of their many distributors of "Country Club" cigars.

George W. Davis, of Buffalo, N. Y., representative of Herbert L. Smith, manufacturer of "Havana Brown" cigars, is visiting the factory in an endeavor to secure increased shipments of this cigar to the jobbers in his territory.

Jacobs, Holtzinger & Co. have all their factories working at capacity producing "El Teano" and "Supreme" cigars, which are their leading sellers.

York

Mr. I. J. Falkler, of W. H. Falkler & Son, has left on a trip covering points in New York State.

H. F. Martin, manufacturer of "Keen Cutter" cigars, is on a trip in western Pennsylvania, visiting his jobbers in that territory.

Ajax Cigar Company, makers of "Samo" foil-wrapped perfectos, are enjoying the largest business in their career, which is very gratifying to Eugene Gillespie of this concern.

Manchester Cigar Company, manufacturers of "Reichards Cadets" and "Uncle Green" cigars have started a big advertising campaign on these brands, and which is showing big results for a big year's business in 1925.

Hellam

W. U. Blessing & Company are enjoying a very substantial increase in business on their "Sunset" and "Peale" brands.

Sig C. Mayer & Company, who have a factory here, are working at full capacity manufacturing "El Wadora" and "Cornell" perfectos.

J. R.

NEXT CONGRESS TO BE URGED TO ACT ON TAX REVISION PROMPTLY

A suggestion that the House Committee on Ways and Means take up the matter of tax revision next September, so that legislation can be submitted to the House as soon as the new Congress convenes in December, has been made by Representative Green of Iowa, chairman of the committee.

In order to make any tax revision effective by the time it becomes necessary for taxpayers to make their returns for 1925, Mr. Green points out, the committee will have to complete its work by the time Congress convenes, and even then it will be necessary for the legislation to be passed with a minimum of delay if it is to be adopted in time to avoid burdening the Treasury Department with the work of making thousands of refunds.

If Mr. Green's recommendation, which has been favorably received by the committee, is adopted, it will be necessary to perfect the organization of the Ways and Means Committee for the next Congress before the end of the present session, and to that end letters have been sent to all newly elected Republican congressmen, inviting them to attend a Republican conference to be held in Washington the latter part of next month for the purpose of determining the membership of the committee for the Sixty-ninth Congress.

PRESENT CONGRESS BEING URGED TO ACT ON BANKRUPTCY LAWS

An effort will be made to secure legislation revising the bankruptcy laws before the present session of Congress ends, and a special subcommittee of the House Judiciary Committee is holding hearings for the purpose of securing the views of persons and organizations interested in the subject.

Hearings were held at the last session, during which it was brought out that well organized rings exist in some of the larger cities for the purpose of carrying through fraudulent bankruptcies from which members of the rings profit. It also developed that an involuntary bankrupt can be discharged from bankruptcy in a much shorter time than a voluntary bankrupt, which is considered unfair to the latter. Legislation dealing with these and other phases of the question will probably be drafted by the committee.

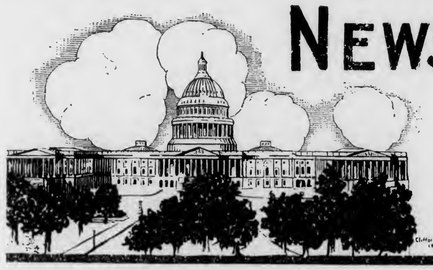
C. L. L.

VASSAR VOTING ON SMOKING

A questionnaire is being circulated by Vassar College to determine undergraduate opinion on the rules of the student government prohibiting smoking in public.

Ten questions are asked which are designed to bring forth a full and free expression of opinion upon which may be based future regulations governing the relations of young women and tobacco.

for your convenience
make our booth 88
at the main entrance
of the Tobacco Show
your headquarters
Meet your friends there
AMERICAN LITHOGRAPHIC COMPANY
NEW YORK



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Co-operative Advertising Recommended by Department of Commerce

Wider use of co-operating advertising is strongly recommended by the Department of Commerce in "Co-operative Retail Advertising," the latest of a series of pamphlets which are being issued upon retailers' problems, and methods of putting such advertising before the consumer are analyzed with a view to determining how best co-operative plans may be carried out.

The bulletin points out that excellent results have been achieved by the florists from the slogan "Say It With Flowers," by jewelers with "Let your jeweler be your gift counselor," by clothiers with "Dress well and succeed," and by stores in residential sections with "Patronize your neighborhood store." "Co-operative retail advertising is in the embryonic stage," the pamphlet declares. "What has been done is merely an indication of what can be done. No attempt has been made to investigate new avenues in this field. They are doubtless many and in all probability lend themselves to co-operative effort as well as do means already tried, and those who can read the signs of the times will take advantage of these new opportunities.

"The important point is co-operation. The principles herein stated are valuable only as they are accompanied by good will and by confidence in the knowledge that there is always an advantage in promoting business in one's town, even if it is not apparent at the outset that the business of any particular individual is to benefit by it. In the final analysis the value a merchant derives from co-operative retail advertising depends upon the merit of the campaign itself and not upon the method used. Any success, therefore, which merchants may receive from advertising co-operatively will be due chiefly to the amount of co-operation given."

Copies of the pamphlet may be obtained without cost by applying to the Bureau of Foreign and Domestic Commerce, in Washington, or to any of its offices throughout the country, referring to Trade Information Bulletin No. 302.

Test of Interchangeable Mileage Tickets Suggested

A practical test to determine the effect upon railroad earnings of interchangeable script mileage tickets is recommended in a brief filed with the Interstate Commerce Commission by D. K. Clink in behalf of the International Federation of Commercial Travelers' Organizations.

The brief recommends the adoption of a requirement that the larger railroads issue such tickets, to be sold at a reduction of 20 per cent. from the regular fare, for a stated period, during which time the effect of mileage upon earnings could be observed and made the basis of such action as might be shown to be necessary.

It is pointed out that experience has shown that increased fares do not mean increased revenues, nor decreased fares reduced revenues. It is declared that the revenue passenger miles have increased from 2.744 in 1920 to 3.066 in 1924 but that, despite the increase, passenger revenues have decreased more than a quarter of a million dollars annually.

New Income Tax Rulings for 1924 Return

Collectors of Internal Revenue throughout the country are now mailing income tax forms to all persons filing reports last year. Returns of income for the calendar year 1924 must be filed before March 15, next, it is pointed out, and failure to receive a blank from the collector does not relieve a taxpayer of his obligation to make a return.

Income tax reports must be filed by all persons having a gross income of $5000 or more or a net income of $1000, if single, or $2500, if the head of a family. Married persons living together, having an income requiring a report, may file separate returns showing the income of each individually, if desired, this being a new feature of the 1924 revenue law.

This year, for the first time, the exemption for heads of families is $2500, regardless of total income; in the past it has been $2500 only if the net income was $5000 or less, and $2000 if the net income was more than $5000. The exemption for dependents, however, remains unchanged at $400.

The normal tax rates are two per cent. on the first $4000 of net income in excess of exemptions and credits allowed, four per cent. on the next $4000, and six per cent. on the balance. Surtax rates apply only on income in excess of $10,000. Under the former law, the normal tax rates were four per cent. on the first $4000 and eight per cent. on the remainder, with surtaxes beginning at $6000.

The revenue law of 1924 also contains a special provision for reduced taxes on "earned income," which did not appear in previous laws. All net income up to $5000 is deemed to be earned income and the allowance for earned income may be extended to as much as $10,000. On this amount the taxpayer, if an individual, is entitled to a credit of 25 per cent. of the amount of the tax.

In all our experience we have found nothing that equals AGEING IN WOOD to ripen and sweeten tobacco for smoking. . . . . .

Liggett & Myers Tobacco Co.

You know how ageing in wood improves fine wines . . . . .
—— It does the same thing for fine tobaccos. . . . . .

Velvet
—the aged in wood tobacco

EVERY once in awhile a man strikes off a few words that smite the bullseye with a clear and joyous sound; that say in a single sentence more than many volumes contain.

As I was reading the editorials in the last issue of The Tobacco World, I stopped, crinkled my brow, read a certain sentence three times, gave my desk a bang, and shouted, "By jingo, but here is a gem." This is the sentence:

"There are two outstanding facts in the cigar business; first, good merchandise; second, good advertising."

Note that, Mr. Manufacturer! Are your goods ace-high in quality, and perfect clear down to the smallest detail in everything? Are you agitating for co-operative advertising to increase consumer demand for the goods?

I ask the same queries of you, Friend Retailer. When you buy cigars do you bring out a ten horse power microscope and look at the different samples with the coldest, keenest and most critical eye, in order to select the best? And do you advertise them? Do you, really?

Even though you do nothing but show window advertising you should make your window talk by colorful displays and by the potent magic of compelling words. Do you, or don't you? And if you don't, why, oh why, do you not?

It is admitted all along the line that one of the most potent forces to make a business grow and succeed is to enthuse all its workers, even to the uttermost.

Observation shows that the big 'uns recognize this even more than the little fellows. They devise all sorts of schemes and rewards to induce the workers to think up and submit new ideas, and to develop an enthusiastic interest in their work.

The little dealer, with one, or two, or half a dozen workers, is inclined to think that he can do all the necessary thinking and to give a snort at the idea of increasing the interest of his workers in the business as a whole.

Why not take a little pointer from Carnegie, the canny Scotsman, who built up a little business that netted him something like half a billion berries?

He was awfully modest in praising himself, but a regular fan for praising his workers. Said he surrounded himself with smarter men than he, tied them to him with generous rewards, praised them for their interest and encouraged them to go to it with bare hands and discarded coats.

Not only did they make half a billion bones for him, but a score or more made a million for themselves. All because he had the gumption to select good men, enthuse them and reward them for their high efficiency.

Think it over!

It is to laugh! And I do laugh uproariously in the solitude of my little office den, at the many things I read in the steady stream of business journals that pour in upon me.

Here, for instance, is a scientific journal, and a scientific highbrow writing therein states that there are only a trifling one hundred thousand people in this wide, wide world who have initiative and vision, and it is this small number that are boosting us boobs up to higher planes of business and of life.

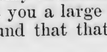
Excuse me a moment while I ha ha.

I'm hunting for that writer. I'm on his trail. I have a hundred gamoozalums in my jeans, and I'm going to bet him these against a small red apple, that at least one-fourth of the readers of these words "have it in 'em" to initiate things and vision things if they will only get keenly interested in the Great Game.

And I'll bet you a large red apple against a deep hole in the ground that that writer dassent take me up.

I'd like to prove my belief in you, however. Won't one of you birds highly resolve that you will get interested in the Great Business Game, as deeply interested for instance as the football players, and play it with ardor and enthusalodlum, for say ten years, and then tell me the result?

I know what it will be. You will be so sinfully rich that you will forget all about the poor business writer who inspired you, and you'll write me nary a word. But I won't blame you, for that is the way of the world, and I'm philosopher enough to submit to it.



Here's a riddle: Why is a savings bank like your cigar store? I studied it out myself, so you know it is a good one.

The president of the American Banking Association was addressing the New York Advertising Club.

(*Continued on Page 16.*)

T. S. A. HOLDS ANNUAL CONVENTION

The fifth national convention of the National Board of Tobacco Salesmen's Association was called to order by President E. M. Freeman on Monday morning, December 29th, 1924, at the Hotel Pennsylvania, New York City.

President Freeman delivered an address welcoming the delegates and made several suggestions for increasing the usefulness of the association, including the abolishing of the present regional districts and the substitution of new ones: the establishment of limited membership: co-operation with the New York branch in Americanization work: establishment of an education bureau: and the offering of a prize for the best essay on "How to increase the consumption of cigars."

Following the president's address, Mr. S. J. Freeman, of the New York Branch No. 1, addressed the convention, and Mr. Sidney Cahen read a paper on "The abuse of credits in the cigar business."

The National Board held a smoker at the Pennsylvania Hotel on Monday evening, December 29th, which was well attended. Everybody enjoyed the show immensely.

The committee in charge of the smoker was:
E. M. Freeman, *chairman;*
Jonas J. Ollendorff,
Albert Freeman,
Abe Brown.

In the course of the convention Managing Director William Adams of the National Council of Traveling Salesmen's Association spoke of the work being done by his association with regard to mileage and Pullman surcharge matters. He also spoke of their efforts in regard to extra baggage, property loss, hotel service, postal service regulations, and the subject of deduction from Federal income tax of all expenses incurred by salesmen while traveling on the road. They have worked on the matter of absentee voting, and have established a legal service, employment service, and a nation-wide medical bureau.

The following officers were elected for the ensuing year:

President, E. M. Freeman, Newark, N. J.

First Vice-President, Edward J. Mulligan, Boston, Mass.

Second Vice-President, Albert Freeman, New York, N. Y.

Third Vice-President, Abe Brown, Newark, N. J.

Fourth Vice-President, Ralph S. Williams, Chicago, Ill.

Secretary, Sidney S. Cahen, New York, N. Y.

Treasurer, Abe Blumberg, Baltimore, Md.

Board of Governors for New York, District No. 1, Herman J. Goldwater, Max Berliner. New Jersey, District No. 3, Jack A. Martin, Newark; Mark Bloom, Newark. Illinois, District No. 4, J. J. Donlin, S. E. Vreeland. New England, District No. 2, John Frischberg, H. L. Whipple.

A resolution was passed, thanking the tobacco trade papers for their co-operation in the past, and hoping that this co-operation would be continued in the future.

President E. M. Freeman, before the close of the convention, was presented with a sterling silver plate, inscribed with his name and the terms for which he served as president, to be placed on the gavel used by him, he to retain the gavel after his term as president expires.

The two days' convention closed on December 30th, 1924, at 5.30 P. M.

The next annual convention will be held in Philadelphia, December 28th and 29th, 1925.

WAITT & BOND HOLD CONVENTION

The annual sales convention of Waitt & Bond, Incorporated, Newark, N. J., was held last week and was attended by the full sales force. The event lasted the full week and an interesting and educational program was provided by the company. Those in attendance were quartered at the Newark Athletic Club as guests of Waitt & Bond, Incorporated. "Blackstones" are being distributed over the entire United States, including Alaska, and are very popular with particular smokers.

WHEN AT THE TOBACCO SHOW
Be sure and see our
Improved New Model
Banding Machine
For
UNGUMMED BANDS
This may be seen at
Booths Nos. 27 and 28
in the process of banding
J. H. SWISHER & SON'S
"King Edward" Cigars
The capacity of this model with one operator is 15 M packed cigars per day. With two operators 30 M per day.
Sole Distributors
WM. STEINER SONS & CO.
257-265 West 17th St., New York City, N. Y.
Established 1870

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.
After all nothing satisfies like a good cigar

Business Building

(*Continued from Page 14*)

He said the reason the savings banks of the country have deposits of hundreds of millions more than was anticipated is because they practiced courtesy to their depositors.

Until recently water would freeze in a savings bank during August—so cold were they. But now it is different. The atmosphere is warm, welcome, cordial; and folks think nothing of lugging hundreds of millions of berries and depositing with them.

Now, here's the answer to the riddle. Your store is like a savings bank because both will greatly benefit by handing out courtesy.

You are courteous, I well know. Why not, however, become an artist in courtesy. A specialist. A super-courteous man. It's a hard thing I am asking of you. Awfully hard. It is a fine art—this being super-courteous. If one overdoes courtesy he becomes obsequious, fawning, and people feel like giving him two swift kicks. But there is a way of avoiding this by mixing dignity and self-respect with politeness, and thus making friends—friends who will walk a mile out of their way to trade at your store.

Every ambitious business man in America is on his toes—and this includes you. The researchers, the analysts and the prognosticators are all united in saying that the foundations for a mighty good business are laid sound and sure, and that it is in order for the American people to go to it, shake the business plumb-tree vigorously and gather in the rich, ripe plumbs by the big basketful.

And that's just what you're going to do. I'm ready to bet real berries on that opinion.

Here are one or two things it might pay you to observe.

When prosperity is abroad people smoke better goods than usual. Therefore the wise guys will handle that kind. And they will talk quality in a loud and pleasing tone of voice. They will stress quality. They will say that a man who uses quality tobacco, or quality cigars, has a richer, wider, broader, happier life than the poor guy who indulges in any old stuff.

Then again the wise dealers will perk up their store so it will put on a braver, brighter, more aggressive front than before. They will paint the front, gild up their signs, put in large plate glass windows, get pointers on window dressing from the high-grade stores, and put snap and pep in their displays.

And also they will pep up themselves, and their clerks, and throw a lot of enthusiasm in their work. All of which will favorably impress their trade.

After all nothing satisfies like a good cigar

U. S. DEPARTMENT OF AGRICULTURE TO INVESTIGATE CIGAR LEAF CROPS

Pennsylvania Production First to Receive Attention

Responding to a request of the T. M. A. that the United States Agricultural Department make a special investigation into the conditions of cigar leaf crops, Professor W. W. Garner, physiologist in charge of the Bureau of Plant Industry, declares: "I believe that there is a reasonable prospect of our being able to point out methods for improving our domestic cigar leaf.

"Just how important a factor deterioration in quality of cigar leaf now being produced by growers may be is a question which it is difficult to answer, but," says the Government physiologist, "it is to be hoped that cigar leaf dealers and manufacturers will be able to supply us with valuable information along these lines. I need hardly say that we are willing and anxious to do everything we can in improving the quality of the present output of cigar leaf tobacco."

Pointing out that the available funds of his department at the present time will not permit the immediate undertaking of extensive studies, Professor Garner says: "It is believed, however, that we can carry out the necessary preliminary study of the subject in order to determine definite lines of procedure in seeking an effective remedy for the deterioration in quality of our cigar tobaccos. I think we may well begin with the Pennsylvania product. We will need," adds the Professor, "active co-operation of leaf dealers and manufacturers, especially in furnishing as definite information as possible on the present needs of the situation.

"If we can obtain this all-important information," concludes the Professor, "I believe that there is a reasonable prospect of our being able to point out methods of improving our domestic cigar leaf."

T. M. A.'s Appeal

Following a lengthy interview between Professor Garner and Managing Director Charles Dushkind of the T. M. A., in the course of which the entire situation regarding the recent agitation in the trade with respect to cigar leaf crops was thoroughly discussed, Mr. Dushkind formally laid the matter before the department in a letter in which he stated:

"We are, of course, familiar with the splendid work of your Bureau and the incalculable benefit derived therefrom in connection with tobacco growing in this country. But the present situation seems to require a special investigation. To deal with the present situation it may perhaps be necessary for you to assign several specialists to make a thorough and complete investigation and to work out a detailed report of their findings and recommendations, so that tobacco growers might be clearly advised as to what changes or reforms to inaugurate in order to produce better tobacco.

"We realize, too, that such an investigation would necessarily entail some cost or expense in excess of the usual appropriation for your Bureau. But if so we are confident indeed that by bringing this matter to the attention of the Honorable, the Secretary of Agriculture, he will readily grant you such additional appropriation as you may need for this purpose. And in this connection may I not point out that the cigar industry is contributing in the neighborhood of $60,000,000 a year in internal revenue taxes as well as customs duties to the Government's revenue, and also that the thousands of tobacco growers would be benefited by such an investigation as well as the cigar manufacturing interests. Clearly, therefore, the Government ought not to hesitate to spend a comparatively insignificant amount for the purpose of conducting an investigation of this kind."

Mr. Dushkind says that he is more than confident that this preliminary study which the Bureau of Plant Industry, headed by Professor Garner, now seems ready to undertake will lead to substantial and lasting benefits.

MELACHRINO cigarettes are made from the choicest and most carefully selected Turkish tobaccos grown, and because of their superb and unchanging quality, they have had no rival for forty-three years.

ORIGINAL

MELACHRINO

"The One Cigarette Sold the World Over"

MANILA CLAIMS FINEST FACTORIES

With every assurance that the boast can be substantiated, Manila claims to have some of the world's finest cigar factories.

Manila has cigar factories that challenge comparison with the best elsewhere. In excellence of construction, arrangement and equipment they are model factories. Beautiful, spacious, convenient and kept scrupulously clean, they represent more than the judicious expenditure of much money. They show pride of achievement. They stand for high reputations earned honestly and zealously maintained. With the work of such factories is associated the fame and desirability of real Manila cigars.

In the Philippines, outside of Manila, other factories, operating less carefully and more cheaply, have sought to attach to their mediocre product the prestige that justly belongs to legitimate Manilas. They have acted on the theory that smokers in the United States would believe that every cigar from the Philippines was a praiseworthy Manila cigar. Such an assumption would cause dealers and the public to be deceived and prejudiced. To prevent any misrepresentation or misunderstanding of that sort, the Philippine Government has put in force new regulations which provide for the better identification of cigars made in the different districts of the Philippines.

For the purpose indicated, the Islands now are divided into three districts. The city of Manila is District No. 1. The Province of Rizal is District No. 2 and all the rest of the Philippines is included in the third district. All cigars from the accredited factories in the city of Manila will come to the United States in boxes plainly marked District No. 1. Knowing this, the buyer can be sure of getting genuine Manila cigars. Factories outside of Manila will be compelled to build up their own prestige and not trade on the reputation of long established, highly recommended factories in Manila.

GILBERT ELECTED PRESIDENT OF KLEINER COMPANY

Sam T. Gilbert, well known as the president of the Webster Cigar Company, of Detroit, recently elected president of Otto Eisenlohr & Brothers, Incorporated, Philadelphia, was also recently elected president of the Kleiner Cigar Manufacturing Company, at the annual meeting of the board of directors held in Detroit. The Kleiner Company has just recently purchased the "Tom Moore" and "Little Tom" titles from the General Cigar Company, and is at the present time erecting a new four-story cigar factory in which they expect to begin the manufacture of these brands soon after March 1, 1925. It is expected that the production will reach well into the millions the first year.

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE
Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."
Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO
MANUFACTURERS OF
SPECIAL GRADE CIGAR BOXES
CEDAR SAW — BAND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. 4270 LEXINGTON ESTABLISHED 1875.
637-641 EAST 17 ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO.,
Third and Lock Streets, Cincinnati, Ohio.

CIGAR BOXES

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

FLOR EL TODO:—44,039. For cigars, cigarettes and tobacco. December 31, 1924. Pamies-Arango Co., St. Augustine, Fla.

W. B. Z.:—44,041. For cigars. January 2, 1925. The Keller Cigar Co., Springfield, Mass.

'TWEENMEEL:—44,042. For all tobacco products. December 8, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

ADJUTANT MILDS:—44,043. For all tobacco products. November 22, 1924. W. J. Herweg, Chicago, Ill.

WILD-FLOWER:—44,044. For cigars. November 22, 1924. Chas. A. Jordan, Monticello, Wis.

THE OLD THRILL:—44,045. For cigars. January 5, 1925. F. X. Smith's Sons Co., McSherrystown, Pa.

SUN RING:—44,046. For cigars, cigarettes and tobacco. December 9, 1924. W. H. Sechrist, Yoe, Pa.

DIXIE:—44,047. For pipes and pouches. December 22, 1924. The American Tobacco Co., New York, N. Y.

ELF:—44,049. For all tobacco products. December 15, 1924. American Litho. Co., New York, N. Y.

MISS VIRGINIA:—44,050. For cigars, cigarettes and tobacco. December 19, 1924. F. N. Howell & Co., Elmira, N. Y.

K O A:—44,051. For cigars, cigarettes and tobacco. January 9, 1925. La Dez Cigar Co., Denver, Col.

GEORGE BELLOWS:—44,052. For all tobacco products. January 12, 1925. Moehle Litho. Co., Inc., Brooklyn, N. Y.

T. S. A.:—44,054. For all tobacco products. January 10, 1925. Sidney J. Freeman & Sons, New York, N. Y.

ON THE SQUARE:—44,055. For cigars. October 27, 1924. F. N. Howell & Co., Elmira, N. Y.

FAMOUS PLAYERS:—44,030. For cigars. October 27, 1924. Harry A. Chesler, New York, N. Y.

HOTEL YORKTOWNE:—44,031. For cigars only. December 23, 1924. George Schlegel, Inc., New York, N. Y.

ARAGANTA:—44,035. For all tobacco products. December 26, 1924. George Schlegel, Inc., New York, N. Y.

CO-PLANA:—44,037. For cigars and little cigars. December 3, 1924. B. J. Kahn, Elizabeth, N. J.

TRANSFERS

MAYOLA:—9326 (Tobacco Leaf). For cigars. Registered December 1, 1894, by Wellsville Tobacco Co., Wellsville, N. Y. Transferred to Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo., November 30, 1915, and re-transferred to Jacob Peifer, Centralia, Ill., October 6, 1916.

PARK AVENUE:—44,025 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered November 11, 1924, by D. Emil Klein Co., Inc., New York, N. Y. Transferred to Van Noy Interstate Co., New York, N. Y., December 24, 1924.

SINGER'S 2727:—44,011 (Tobacco Merchants Association). For all tobacco products. Registered December 9, 1924, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to A. Singer, Atlantic City, N. J., December 24, 1924.

GEORGE BARNES:—37,860 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered November 16, 1912, by George Schlegel, New York, N. Y. Transferred to Frank P. Lewis Cigar Co., Peoria, Ill., December 26, 1924.

FLOR DE TODOS:—21,055 (Tobacco World). For cigars, cigarettes, cheroots, stogies and tobacco. Registered October 29, 1910, by Tampa-Cuba Cigar Co., Tampa, Fla. Transferred to F. N. Howell & Co., Elmira, N. Y., December 16, 1924, and re-transferred to Pamies-Arango Co., St. Augustine, Fla., December 30, 1924.

CHECKER:—6134 (Trade-Mark Record). For cigars. Registered October 1, 1889, by George Schlegel, New York, N. Y. Through mesne transfers acquired by the Cole Litho. Co., Chicago, Ill., and re-transfered to J. G. Matkovitch, Hammond, Ind., February 22, 1923.

BROTHER MOOSE:—20,290 (Tobacco World Registration Bureau). For cigars, cigarettes, cheroots, stogies and tobacco. Registered May 31, 1910, by W. H. Smith, York, Pa. Transferred to C. E. Smith, Felton, Pa., January 5, 1925.

BLUE NILE:—21,294 (Trade-Mark Record). For cigars. Registered August 14, 1899, by L. Levy & Son, New York, N. Y. Through mesne transfers acquired by Cole Litho. Co., Chicago, Ill., and re-transferred to R. F. Hausen, Chicago, Ill., May 18, 1924.

S. P. COE PASSES AWAY

Sherman P. Coe, vice-president of Faber, Coe & Gregg, distributors, of New York City, died at his home early on Friday morning, January 2d, following a relapse as the result of a severe attack of typhoid-pneumonia. Mr. Coe was born in Manhattan, Kansas, and was connected with many prominent firms during his short lifetime. Funeral services were held from the Church of the Ascension, Mt. Vernon, N. Y., on Sunday afternoon, January 4th, and were attended by a large number of men prominent in the tobacco industry. Following the services in Mt. Vernon, the body was sent to St. Louis for interment. Mr. Coe is survived by a son and three daughters.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
After all nothing satisfies like a good cigar
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

For six generations the art of cigar making has attracted the best Filipino workers in the Philippine Islands

There are no other industries at Manila requiring skilled hand labor that offers employment to large numbers of people. The cigar factories, therefore, have always the opportunity to obtain the brightest and the best young workers, and to train them in methods made famous by the Spanish Masters of the craft.

Quick and adaptable, possessing native skill and capable hands, the Filipino Worker is second to none in the World where patient and careful craftsmanship is required.

Manila cigars sold in the United States are hand-made, long-filled.

PRICE FOR PRICE MANILA CIGARS CHALLENGE COMPARISON

Manila Ad Agency

15 WILLIAM STREET, NEW YORK

Send for List of Agents and booklet.

'Phone Broad 1015

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FEBRUARY 1, 1925

VOLUME 45 No. 3

THE TOBACCO WORLD

Making Cigar Boxes is a simple process

Making Good Cigar Boxes is different

Making Good Cigar Boxes economically is an accomplishment

The L. & M. Box will convince you

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

This is our Sign at Atlantic City—It's 30 ft. high, 250 ft. long. It talks to Millions of People.

Four Years of Resultful Trade Paper Advertising
Two Years of Newspaper and Outdoor Advertising

ACTUALLY the best—wooden cigar boxes offered unusual opportunity for advertising exploitation.

The success of this past advertising is a matter of common knowledge.

Today wooden cigar box advertising has passed the point where its effect is solely upon cigar manufacturers.

Individual smokers look askance at cigars offered as of good quality unless they are in wooden boxes.

Like a pebble-started ripple in a quiet pool, wooden cigar box advertising effect has spread—each year carrying an inheritance from the advertising that has gone before—until like a great tidal wave the accumulated power is ready to sweep all opposition before it.

The day when consumers insist upon cigars in wooden boxes is at hand.

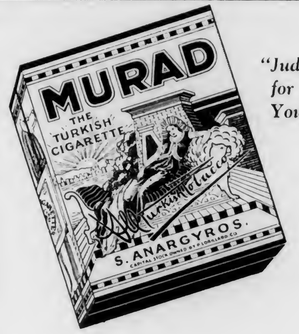
After all nothing satisfies like a good cigar

The Best Cigars are Packed in Wooden Boxes

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco or the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

Porto Rican sells . . . .
===here's the proof

IN Philadelphia are two of the largest cigar manufacturers in the country. Both use large quantities of Porto Rican tobacco. In New York a half dozen other large manufacturers use Porto Rican leaf freely.

These eight manufacturers consume nearly half of the total importations of Porto Rican tobacco. Their cigar production runs into the hundreds of millions. Their brands are among the best sellers in the whole country.

In view of these facts, how can any progressive cigar manufacturer doubt that the American cigar smoker likes Porto Rican tobacco? The smoker may not know he is smoking it but he likes it nevertheless. And it will not be long before he will be wanting to know what type of tobacco he is smoking.

Those manufacturers who have tried Porto Rican tobacco, have year after year bought in increasing quantities.

To protect buyers of Porto Rican tobacco the Government requires the affixing of a Government Guarantee Stamp to every box of cigars and every bale or barrel of tobacco leaving Porto Rico. Look for these stamps.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
136 WATER STREET, NEW YORK
Tel. John 1379 *J. F. VAZQUEZ, Agent*

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
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Headquarters, 5 Beekman Street, New York City.

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

WANTED—POSITION AS CIGAR FACTORY SUPERINTENDENT—Twenty years' experience with some of the largest manufacturers; hand, mold or suction. Address John Gruber, 836 North Twentieth Street, Philadelphia, Pa.

SUPERINTENDENT—MAN WITH 25 YEARS' EXPERIENCE desires position as cigar factory superintendent with reliable manufacturer. Address Box No. 479, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 45 FEBRUARY 1, 1925 No. 3

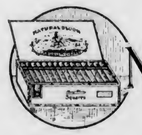
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York



Harry Blum's
NATURAL BLOOM
The Cigar of Quality

122 SECOND AVENUE
NEW YORK CITY

100 cigarettes 15 cts

GENUINE

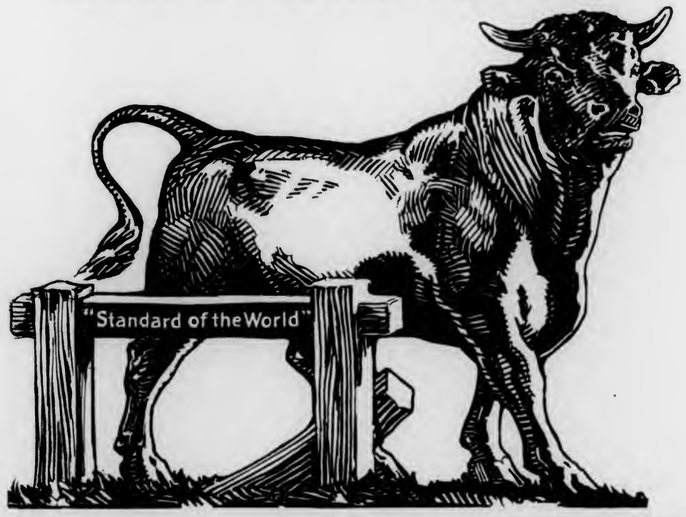
"BULL" DURHAM

TOBACCO

Right now! Settle the whole cigarette question forever by rolling your own from "BULL". You get more flavor, more enjoyment, more tobacco taste, more quality—and much more for your money—

The American Tobacco Co.
INCORPORATED

NOW 2 BAGS FOR 15c



Increase Profits and Production by using
COLWELL'S AUTOMATIC
BUNCH MACHINE

Mr. Cigar Manufacturer, you owe it to yourself to employ every means possible to reduce cost of production.

You should put this AUTOMATIC LONG FILLER BUNCH MACHINE to work for you now and save money by reducing the cost of making your bunches.

Two operators can easily learn to run this machine and will soon become proficient.

It only takes up about 3×4 feet of floor space and is driven by a ¼ H. P. motor which consumes little current and can be operated from any ordinary light socket.

It is substantially constructed and will render long years of valuable service.

Catalogues and any particulars upon request

COLWELL CIGAR MACHINE COMPANY, Inc.
131 Washington Street, Providence, R. I.

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
CIGAR
Meet us at the Tobacco Show
CONGRESS CIGAR CO - Philadelphia, Va.

WAITT & BOND

Blackstone
CIGAR

Havana

Filler

Absolutely!

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

PHILADELPHIA NEWS

PHILADELPHIA and vicinity have been experiencing in January some record-breaking weather conditions, with heavy snowfalls and the mercury flirting with the zero mark, and the reports from the local retail cigar dealers state that these weather conditions have slowed up materially the sales of cigars and other tobacco products.

This condition has been reflected in the sales of the smaller cigar manufacturers, who rely mainly on sales principally to local dealers.

The large cigar manufacturers, however, with national distributions have kept up working their entire organizations and enjoy a steadily increasing demand for their product, so that we may say that business in general is good.

For a number of years the cigar industry has always had a dull period in business immediately after January first, but conditions this year have changed and January is one of the good cigar months of the year, and with a rising market existing in most commodities, and business in many lines showing a marked increase over the corresponding period of last year, and with every promise for a further increase, the cigar industry should be able to look for a very prosperous year in 1925.

John Middleton, 1211 Walnut Street, has as his leading attraction a special pipe sale, featuring English Natural Bruyere pipes in all desirable shapes and styles.

"Runnymede" triangulares cigars, made in Tampa at ten cents straight; "Nuricа" Saratogas at two for fifteen cents, and "Solitaire" trios at three for a quarter are receiving a good call from the trade.

J. G. Blanco & Company, Eleventh and Cuthbert Streets, are making a drive on "Flor de Blanco" at two for fifteen cents, this cigar having a good following at this stand.

F. B. Vetterlein, Fifteenth and Market Streets, is holding a sale on a large quantity of "Colbert" perfectos, a ten-cent cigar, which he is selling at a special price of two for fifteen cents, which he was able to secure from the manufacturers at a closing-out price.

Mr. Vetterlein's many friends will be glad to hear that he is rapidly reovering from his recent second eye operation.

E. Y. Sterners Sons, Twelfth Street above Market, have established themselves as headquarters for pipes, and have an attractive and varied line of all the popular advertised lines, and in connection also enjoy a large clientele on pipe repairs, which they make a specialty of.

National Drug Store stand, Thirteenth and Market Streets, has a very attractive display of nickel cigars, featuring "Porto Ricos" in a number of sizes, "Custom House," a Tampa product, and "Gasco" triangulares.

Moore's Cigar Store, 1314 Filbert Street, one of the oldest cigar stands in the city, has for many years had the "Cortez" line for their leader, and have recently featured the "Cadillac" brand at ten cents and two for a quarter, which has developed into a big seller.

Godfrey S. Mahn Company, Thirteenth and Chestnut Streets, are enjoying a good sale on "G. S. M. Blunts," retailing at five cents, this cigar being an exceptional value for the money.

Yahn & McDonnell, Widener Building store, are attractively displaying the "Cortez" line of cigars in conjunction with "Churchill Downs" and "Benson & Hedges" cigarettes.

This firm are the distributors of the "Optimo" line in this territory and are receiving express shipments to help relieve an oversold condition.

Yahn & McDonnell, Hotel Adelphia stand, is having a heavy call for "Garcia Grande," "Cortez" and "Langsdorf's Seleccion de Luxe," which are always popular with the consumers at this location.

Many window displays are in evidence showing the American Tobacco Company deal selling two fifteen-cent cans of smoking tobacco and a fifty-cent pipe, all for fifty cents, this proposition meeting with great favor with the trade.

J. R.

PHILADELPHIA DOCTOR ATTACKS TOBACCO

Dr. Thomas E. Eldridge, of Philadelphia, is circulating through the mails propaganda against tobacco. Dr. Eldridge has been a good advertiser for he has always managed to get publicity in one way or another. In the early days of aeroplanes he was active as an aeronaut and secured much newspaper space. His long suit is electro-therapeutic treatments.

Business must be bad when he sends out post cards with the following printed on the same side as the address:

"CIGARS BY THE BILLION.

"America is fast becoming a nation of neurotics, not because of prohibition but because of the increased use of tobacco.

"During 1923, in what is known as the Philadelphia District alone, $23,000,000 in taxes was paid on 2,200,000,000 cigars, and the growth of the cigarette habit was very much greater both actually and proportionately, than the increase in pipe and cigar smoking, as proved by the fact that during the first nine months of 1923, 48,000,000,000 cigarettes were manufactured and sold in the United States. And yet our boards of health are wondering why diseases of the heart, lungs and respiratory system are on the increase. Isn't it strange? There is a reason!

"A man who requires the stimulation of a pipe, a cigar, a cigarette or a chew in order to function is certainly diseased, and in need of treatment. Think it over.

"The deaths from degenerative diseases of the heart, blood vessels and kidneys, including apoplexy, have increased until from these diseases alone 350,000 of our citizens die annually.

"DR. THOMAS EDWIN ELDRIDGE,
1507 Girard Ave., Phila."

The other side of the post card is given over to further advertisement of his business.

We seriously doubt that Dr. Eldridge knows what he is talking about, or cares—so long as he gets the publicity. We want to do our part.

The article bears the earmarks of having been corrected by a lawyer, for it is very cleverly worded.

(Continued on Page 8)

PHILADELPHIA DOCTOR ATTACKS TOBACCO

(*Continued from Page 7*)

A lawyer could not have made a better job of avoiding any direct statements and yet still leave the intended insinuations.

Aside from the fact that the doctor is not grounded in the facts, it is poor copy to try and scare patients into his office with.

The doctor had better stick to ballooning!

MORRIS D. NEUMANN

Morris D. Neumann, well-known cigar manufacturer of this city, passed away at his home in the Majestic Hotel on Friday, January 9th.

Mr. Neumann came to Philadelphia from New York about forty years ago and became associated with the Frank Teller Company. After remaining with them about fifteen years he organized the Morris D. Neumann & Company, and for several years manufactured cigars on North Second Street. About ten years ago his son-in-law, Benjamin F. Loeb, became associated with him as secretary-treasurer of the company, and about three years ago they purchased the factory building at 324 North Ninth Street. Mr. Neumann was sixty-eight years of age and his death came as the direct result of an acute heart attack, although he had been in poor health for several months. Funeral services were held on Monday, January 12th. Interment was made in Mt. Sinai Cemetery.

W. C. STEVENS

Many visitors to our offices who no doubt met W. C. Stevens, cashier of the International Printing Company, and will remember him for his good nature and stock of good stories, will be shocked to learn of his death on Sunday, January 25th. He underwent a serious operation on Wednesday, the 21st, and was apparently recovering nicely until late Saturday night, when his condition became suddenly worse and he passed away at 12.30 P. M. on Sunday. Funeral services were held on Thursday, January 29th, at the Snover Funeral Home, Riverton, N. J. He is survived by his mother, Mrs. Edwin Stevens.

BRADY CONNECTS WITH JOHN HASSALL

J. Reynolds Brady, 3852 North Park Avenue, this city, has been appointed sales representative for John Hassall, Incorporated, Clay and Oakland Streets, Brooklyn, N. Y., manufacturer of cigar box nails. Mr. Brady is well known throughout the cigar manufacturing and cigar box manufacturing industry in this section and his friends wish him every success in his new connection. Mr. Brady is also sales representative for the American Box Supply Company, of Detroit, Mich., whose slogan is: "Everything for the Cigar Manufacturer Except Tobacco."

G. C. SHERMAN RECOVERING

George C. Sherman, president of the Universal Tobacco Machine Company, was confined to his bed during the week of January 19th to 24th, on account of a severe cold, and was unable to be present at the Tobacco Show, much to his regret. His many friends will be glad to learn that he is well on the road to recovery at the time we go to press.

VASSAR VOTES ON SMOKING

Poughkeepsie, N. Y.

Vassar girls, to the number of 524, in a questionnaire tabulated recently, asserted they did not use tobacco, but 433 averred they liked to puff a cigarette. Only twenty-one use tobacco without their parents' consent, the tabulation showed.

The referendum was undertaken to ascertain whether the girls wished the rules barring smoking to be made more lenient. On that question 539 favored more lenient rules, while 183 urged the college to set apart a place for smoking.

A. T. AGUSTINIZ

A. T. Agustiniz, of A. T. Augtiniz & Company, 22 North Eleventh Street, died very suddenly last week and was buried on Monday, January 26th. Mr. Agustiniz was a well-known cigar manufacturer and retailer, and also sold some leaf tobacco. It was his practice to make an annual trip to Cuba to purchase leaf tobacco for himself and his trade on February 1st, and return about March first, and he was planning this trip when death overtook him. He is survived by one daughter, whose home is in Tampa, Fla.

H. L. SHEIP OFF FOR SOUTH AMERICA.

Henry L. Sheip, of the H. H. Sheip Manufacturing Company, Sixth Street and Columbia Avenue, manufacturers of cigar boxes, battery boxes, etc., left New York Saturday, January 24th, for a tour of South American ports. He was accompanied by Mrs. Sheip and Mr. and Mrs. E. G. Merz, of Chicago, Ill. They expect to visit every country in South America before they return to this country. The trip is expected to take about three months.

KEMPER-THOMAS REPRESENTATIVE A VISITOR

Mr. Weier, sales manager for the Kemper Thomas Company, Cincinnati, Ohio, manufacturers of the Barker weatherproof and fadeproof signs, and advertising novelties of all kinds, was a visitor in town the past week conferring with their local representative, Mr. Dale. Mr. Weier was in charge of the exhibit of the Kemper-Thomas Company at the Tobacco Show last week.

NATIONAL ASSOCIATION OF CREDIT MEN ASKS CHANGES IN BANKRUPTCY LAWS

Representatives of the National Association of Credit Men and the Commercial Law League of America last month appeared before the House Judiciary Committee to discuss with its members provision of the Graham bill amending the bankruptcy act. They recited various instances wherein the present law operates against the best interests of the creditors, among these being the provision which limits a merchant or other person to entering a voluntary petition in bankruptcy not oftener than once in six years, while such persons can be subjected to involuntary proceedings as often as they can get three or more creditors to proceed against them. The witnesses wanted a six-year limitation imposed on the latter class also.

Paul Brogan, president of the firm of Dusel, Goodloe & Company, North Seventh Street, distributors of fine imported and domestic cigars, was in New York last week attending the Tobacco Show.

DETROIT

Nathan Elson Makes Announcement to Detroit Public—Sam Gilbert Returns From Eastern Trip—Stone's Smoke Shoppe Open For Business—Dick Tobin Passing Out Free Smokes—The Pipe Gaining Prestige in Detroit

Detroit, Mich., January 25, 1925.

DYNAMIC DETROIT has just closed its most successful and prosperous business year, and 1924 made a mark that will be hard to beat. Business men in all walks of life are optimistic over the outlook for 1925 and predict this year to be a banner one. Detroit's construction record reached the immense total of $160,064,794, an increase of $30,345,063 over the record of 1923. The automobile industry hit the high peak in production and 2,750,000 cars were turned out, representing an estimated valuation of $2,500,000,000.

Detroit's retail merchants report a splendid holiday business, which exceeded all previous records. The cigar manufacturing industry had a very successful year, practically every factory reporting a record production. The New Year found many plants enjoying an oversold condition.

The majority of retail cigar dealers have completed their inventories and express gratification over the results. Some of the leaders are now making preparations to enjoy their well earned vacations at various Florida resorts.

Nathan Elson, known as the "Chief of the Elson Tribe" and head of Nathan Elson & Company, manufacturers of "Ben Bey" and "Illiad" cigars, of Chicago and New Orleans, La., was a visitor here last week. The "Chief" stopped over en route to Chicago, to look over conditions here regarding the opening up of his distributing plant in Detroit, which opened up on January 19th, under the management of Mr. A. Ruhstrat. The "Chief" states he has come into the Detroit market to stay and that he will introduce to Detroit smokers the finest Java wrapped cigar that money can produce. Mr. Ruhstrat is picking a retinue of efficient salesmen to put the brand over. He will also conduct an advertising campaign that will bring the attention of the smokers to try "Ben Bey" cigars.

George H. Stone has opened up an up-to-date cigar store at 119 West Fort Street, in the heart of the financial section of the city. The new store is known as "Stone's Smoke Shoppe," where all the popular brands of domestic and imported brands will be handled.

Samuel T. Gilbert, president of the Webster Cigar Company and the Kleiner Cigar Manufacturing Company, Detroit, Mich., has returned from a business trip to New York City and Philadelphia.

Dick Tobin, of the Continental Tobacco Company, is the proud father of a bouncing baby girl, nine and one-half pounds, born on Sunday, January 25. Mother and baby doing fine. Congratulations, Dick, all the boys will have a cigar on you.

Milton Petrie, sales manager of the Bernard Schwartz Cigar Corporation, manufacturers of "R. G. Dun" cigars, made the rounds of the downtown trade last week with Al Tobias. Milton reports the sales on "R. G. Dun" cigars to be showing a healthy increase in all sections of the city.

Edwin M. Grace, of the P. Lorillard Company, has been promoted to manager of the "Old Gold" cigarette department for the State of Michigan. For the next few months, Edwin will confine his work to sampling and promotion work in the city of Detroit.

Cameron Forrest, formerly with the Central Cigar Company, has accepted a position with the Watkins Cigar Stores Company and will be in charge of the stand in the Wolverine Hotel.

Frank Hardoin has accepted a position with the Detroit branch of Nathan Elson & Company and will promote the sale of "Ben Bey" cigars throughout the city.

E. A. Rosemond, of "Roi-Tan" fame, who has been confined to his room in the Norton Hotel with a sprained ankle, for the past five weeks, is able to be out with the aid of his crutches. Eddie had a bad fall during our stormy weather prior to Christmas.

William F. Kellogg, Jr., representing Liggett & Myers Tobacco Company, is meeting with big success with his brands in the Detroit market. "Granger Rough Cut" is going over in wonderful style; the newspaper advertising campaign is making many smokers on this brand, which enjoys a splendid distribution.

Charles Mansfield, of the N. N. Smith Company, Frankfort, Ind., manufacturers of "Bankable" cigars, is working the trade here with the sales force of the Howes-Shoemaker Company, local distributors of the "Bankable" cigars.

John Sadler, western representative for Perfecto Garcia & Brothers, Tampa, Fla., manufacturers of high-grade Havana cigars, called on the trade here last week. John said he was only making social calls and was not booking any orders as his factory was oversold.

Val G. Keogh, of the Preferred Havana Tobacco Company, New York, and Tampa, Fla., manufacturers of "Henry the Fourth" cigars, called on the trade here last week. The James Seraph Company, 514 Monroe

(*Continued on page 14*)

NEWS FROM CONGRESS

Federal Trade Commission Issues Complaint Against "Marshall Field"

UNFAIR methods of competition in the use of alleged misleading labels are charged against the Coraza Cigar Company, Philadelphia, in a formal complaint just issued by the Federal Trade Commission. The complaint charges that the company, in connection with certain of its cigars, has used a trade-mark or brand containing the words "Marshall Field," together with a portrait or likeness of Marshall Field, Sr., who for many years was president of Marshall Field & Company, Chicago, and a coat of arms or seal similar to that which is used by Marshall Field & Company as an identifying mark on certain of its merchandise. It is alleged that the use of the words "Marshall Field" and the portrait and seal has a tendency to mislead and deceive the trade and public into the erroneous belief that respondent's cigars are manufactured by Marshall Field & Company.

In reference to the above complaint, Howard F. Pent, president of the Coraza Cigar Company, has issued the following statement to the TOBACCO WORLD:

On October 16, 1923, the Coraza Cigar Company filed in the United States Patent Office a formal application, Serial No. 187,045, for trade-mark registration of this cigar label containing the name and portrait of Marshall Field, deceased. The Patent Office approved this application of the Coraza Cigar Company and made official publication thereof on page 708 of the Official Gazette on January 22, 1924.

On February 19, 1924, a formal notice of opposition No. 5304 was filed in the United States Patent Office by Marshall Field, the living grandson of said Marshall Field, deceased, and another formal notice of opposition No. 5305 was filed by Marshall Field & Company, of Chicago.

The attorneys for the Coraza Cigar Company, and for the living Marshall Field and for Marshall Field & Company then submitted elaborate briefs and made personal argument before the Examiner of Interferences of the United States Patent Office, and after full and careful consideration, the learned Examiner of Interferences made formal decision that the objections made by the living Marshall Field and by Marshall Field & Company were without merit, and made formal order that the trade-mark should be awarded to the Coraza Cigar Company. With the customary fairness of our public officials, the Examiner of Interferences then gave young Marshall Field and Marshall Field & Company an opportunity to appeal from his decision, if they considered his decision to be erroneous. But neither young Marshall Field nor Marshall Field & Company took any appeal.

Thereafter, in due conformity to the law of the United States, the "Marshall Field" trade-mark was duly issued to the Coraza Cigar Company on November 11, 1924, certificate No. 191,548.

The Coraza Cigar Company, in view of the above facts, have been advised by their attorney and confidently believe that this new move of Marshall Field & Company, of Chicago, before the Federal Trade Commission will be quite as unsuccessful as the recently defeated move of Marshall Field & Company before the United States Patent Office.

Bill Proposed to Permit Federal Trade Commission to Settle Complaints Without Formal Trial

Amendment of the Federal Trade Commission Act so as to permit the commission to settle complaints, under certain conditions, without the expense, to both the Government and the respondent, of formal trial, is proposed in bills which have been introduced in Congress, along the line of recommendations recently made by Commissioner Gaskill.

The commission is now far behind in its work, with no prospect of ever becoming current, unless its mode of procedure is changed. The proposed legislation would authorize the commission to call before it for informal hearings persons and concerns charged with violation of the Clayton and Federal Trade Commission Acts and, if the respondent is able to satisfy the commission that it is without jurisdiction to proceed, or agrees to discontinue the practices complained of, the commission may dismiss the case, although it can reopen the question later for good cause. This, it is believed, would enable the commission to dispose quickly of the majority of the cases brought before it.

The bills also provide that complaints issued by the commission shall contain a plain and concise statement of the questions presented, the practices under investigation and the law which is believed to have been violated. Cases brought for formal hearing may be terminated at any time in the same manner as at informal hearings. Provision is also made that the commission's findings shall be conclusive in court to the extent that they are supported by a fair preponderance of evidence, or by admitted facts in the absence of evidence, the commission's findings now being conclusive only if supported by testimony.

Proposed Legislation to Govern Misbranding

Legislation which would require manufacturers of all commodities who label or stamp their products to confine themselves to truthful statements has been introduced in the House as a result of the investigations of misbranding by the committee on interstate and foreign commerce. The measure supplants all misbranding legislation now pending, including the Lodge-Rogers merchandise marks bill and a number of other bills.

The bill was drafted by Representative Merritt of Connecticut, chairman of the subcommittee in charge of misbranding legislation. It does not provide specifically for any particular commodities, the committee being convinced that compulsory branding, which provided that the brand should state the materials of which a product is made and the proportion of each ingredient, is impracticable and that it is not possible to have such brands or labels give information which would enable purchasers to form any reliable judgment as to the value of the product thus labeled.

The committee came to the conclusion that these labels might tend to fraud; that a label might be truthful and still induce a purchaser to pay more for an inferior article than for a better one, and that from an inspection of a label, even if true, the ordinary consumer could not form any reliable judgment of the value of the article. The committee therefore decided to bring out a bill on the general plan of the British

(*Continued on Page 14*)

High Visibility

Cellophane protects tobacco but does not hide it

WRAP a package of cigarettes in Cellophane and it looks snappier and keeps fresher. It gets display!

Wrap two or three cigars in Cellophane and they sell on sight. They get display!

Wrap plug tobacco in Cellophane and it keeps sanitary and makes an attractive showing. It gets display!

Here is a unit wrap — dirt-proof, transparent. All sorts of possibilities for new methods of promotion.

Let us show you how tobacco products look when they are encased in Cellophane.

DU PONT CELLOPHANE CO., Inc.
Sales Offices:
40 West 40th Street, New York City
Plant and Executive Offices: **Buffalo, New York**

DUPONT CELLOPHANE

I was just reading that the United Cigar Stores Company sold eleven million dollars of side lines in one year. They are the largest distributors in the country of such things as Gillette razor blades, shaving brushes, tooth brushes, cheap watches, chewing gum, and such.

"Great Scott!" said I. And I hopped to my little old typewriter, and am pounding out this stuff to my readers in the belief that it will cause them, or some of them, to think thoughts.

They will think thusly: Why in the name of the Great Horned Toad don't I handle some items of side merchandise? Or, if I am handling something, why don't I peel my eyes to find if there isn't something more popular, quick-selling and more profitable than the things I have.

If I could sell only a million dollars a year, with a gross profit of three hundred thousand and a net profit of one hundred thousand, it would pay me pretty well for my trouble.

To be sure, if I stick to my own line I will accumulate a goodly pile. But it will take some time, some time, and it might pay me to get a little impatient, take on a side line and try and gather a little before my whiskers grow a mile long, and become so white that snow would look like black paint on them.

The above reasoning is good, Friend Dealer. I earnestly advise you to think on this subject of side lines, for something luscious may come of it.

It gives me "that uneasy feeling" to read about the plans of the chain cigar stores—how they are preparing, pushing and aggressive campaigns.

They state that business is going to be "good" for a long period to come, and they propose to take full advantage of it.

This has caused me to rig up my little old microphone so I can broadcast three ideas to my readers, for I am exceedingly anxious for them to push in the trade channel and not get pushed out.

Here are three thoughts: Handle good goods. Have a live and attractive show window. Practice, with might and main, with hand and brain, the art of making friends.

Listen. Business will improve, all will have work, wages will be maintained. This means that everybody will have money to spend. And everybody will step up a leetle in his scale of living. That tells you to keep a leetle better quality of goods than heretofore.

And you must let the people know it. Have your show window do the talking by attractive and often-changed displays and catchy placards. Get mightily interested in this and be a fan on it. A bug, yes, even a crank. It's worth it.

Then there is the art of making friends. You have that art, or your business would not have succeeded. But why not be a superman at it? You know the qualities which make you friends. Why not emphasize and develop those qualities. Strengthen them. Be cordial, be cheerful, be sympathetic. Make a study of it.

Follow these pointers and you can laugh at competition.

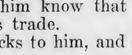
Queer bird, this one we call Human Nature, and every cigar dealer should be an ardent naturalist to study the critter—learn its habits, its likes and its prejudices.

Here's my friend, Bowker, just handed me a cigar. He said he wanted me to appreciate it because he had walked three squares to get it. He has moved, and they have fine cigar stores near his new home, but somehow—he can't tell why—he walks three squares every two or three days to buy cigars at his old accustomed store.

The proprietor isn't a particular friend of his, but he is a likeable fellow, cheerful and polite, knows his hobbies and talks to him about them, inquires after his health as solicitously as though he were his dearest brother, and lets him know that he appreciates his friendship and his trade.

And so, he sticks to him, and goes out of his way to do it.

It is a phase of human nature, you see. We are all very human—much more so than people suppose. In every sort of work you will see people who have studied this bird, know how to handle it, adapt their actions in accordance with its desires, and great is their reward. If the man is a minister it fills his church, if a lawyer it brings him rich clients, if a politician it gives him thousands of votes, if a cigar dealer it brings him valued customers.



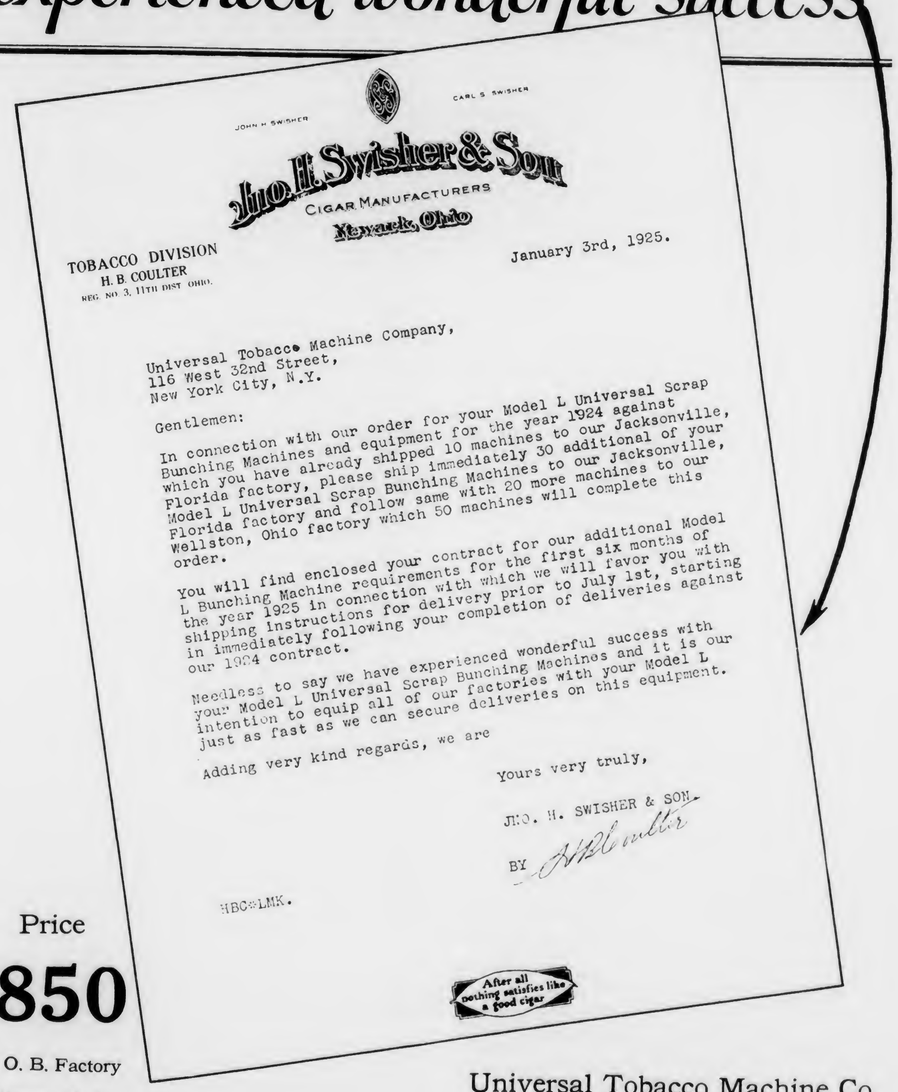
You've heard of the Chamber of Commerce of the United States, of course. But did you ever realize what they are doing? What their principal duties are?

No?

Well, they consist of a lot of big and successful business men. They are organized to "help business."

(*Continued on Page 16*)

"experienced wonderful success"


JOHN H. SWISHER CARL S. SWISHER

Jno. H. Swisher & Son
CIGAR MANUFACTURERS
Newark, Ohio

TOBACCO DIVISION
H. B. COULTER
REG. NO. 3, 11TH DIST. OHIO.

January 3rd, 1925.

Universal Tobacco Machine Company,
116 West 32nd Street,
New York City, N.Y.

Gentlemen:

In connection with our order for your Model L Universal Scrap Bunching Machines and equipment for the year 1924 against which you have already shipped 10 machines to our Jacksonville, Florida factory, please ship immediately 30 additional of your Model L Universal Scrap Bunching Machines to our Jacksonville, Florida factory and follow same with 20 more machines to our Wellston, Ohio factory which 50 machines will complete this order.

You will find enclosed your contract for our additional Model L Bunching Machine requirements for the first six months of the year 1925 in connection with which we will favor you with shipping instructions for delivery prior to July 1st, starting in immediately following your completion of deliveries against our 1924 contract.

Needless to say we have experienced wonderful success with your Model L Universal Scrap Bunching Machines and it is our intention to equip all of our factories with your Model L just as fast as we can secure deliveries on this equipment.

Adding very kind regards, we are

Yours very truly,

JNO. H. SWISHER & SON

BY H.B. Coulter

HBC*LMK.

After all nothing satisfies like a good cigar

Price
$850
F. O. B. Factory
Newark, N. J.

Universal Tobacco Machine Co.
116 West 32nd Street, New York
Factory, Newark, N. J.

Detroit News

(Continued from Page 9)

Avenue, local distributors of "Henry the Fourth" brand, reports a steady demand for this well-known cigar, which is showing a steady increase in all sections of the city.

Tom Powell has accepted a position as salesman with the Detroit branch of Nathan Elson & Company, manufacturers and distributors of the famous "Ben Bey" cigars, and will work the downtown section of the city.

Leon Goldenberg, of the Watkins Cigar Stores Company, has been promoted to the position as manager of the Majestic Building store. We extend to "Goldie" our best wishes for success in his new position.

Fred Charles, representing the Charles Cigar Company, York, Pa., makers of "Mohawk Chief" cigars, worked the trade here last week. Fred reported business as being very good, on his first trip of the New Year.

James A. MacDonald (P. Lorillard Company), who introduced and placed the "Old Gold" cigarette on the Detroit market, has been transferred to the Chicago territory, where he will take charge and promote the sale of "Old Gold" in the Windy City. Mac made a host of friends here during his term of office and we hate to lose him, however, we congratulate him on his promotion and wish him great success in his new territory.

The pipe is back. Cigarette smokers are falling off in Detroit, according to a downtown tobacconist, due to the increasing vogue of pipe in England. "Americans unconsciously imitate the English," the tobacconist declared. "Nine Englishmen out of ten smoke nothing but a pipe. Today Americans are perfectly willing to pay as high as $8 or $10 for a pipe, because it is now becoming the symbol of aristocracy."

Begin the New Year right. Send in your subscription for the TOBACCO WORLD. We publish all the latest news regarding the tobacco industry. You need the TOBACCO WORLD in your business.

Yours truly,

Mike of Detroit

NEWS FROM CONGRESS

(Continued from Page 10)

merchandise-marks act, which has been in successful operation for years. This, in general, provides that while no manufacturer or merchant is bound to label his goods, if he does use a label it must not deceive or mislead the purchaser.

CELLOPHANE IDEAL FOR WRAPPING CIGARS FOR DISPLAY

The Du Pont Cellophane Company, Incorporated, 40 West Fortieth Street, New York City, is the manufacturer of a transparent paper which is ideal for wrapping cigars individually or in packages, or cigarettes in packages. On account of this wrapping being transparent it does not hinder the display value of the goods themselves, and at the same time protects them from dust and also keeps them in perfect condition by retaining the moisture.

CALL FOR THE FOURTH TOBACCO MEN'S NATIONAL CONVENTION

TO THE TOBACCO AND ALLIED TRADES:

It is with real pleasure that I am issuing this call for the Fourth National Tobacco Men's Convention to be held under the auspices of the Tobacco Merchants Association of the United States on May 14 and 15, 1925, at the new Willard Hotel, Washington, D. C.

With the record of the T. M. A.'s previous functions well known to the trade, hardly anything need be said to stimulate interest in the coming event. A mere announcement of the holding of an affair by the T. M. A. with all that its record stands for will, I am sure, be welcomed and responded to by the trade with the same degree of warmth, eagerness and interest with which all its previous calls have been met.

But the coming event is to be of double significance, for we shall at the same time have occasion to celebrate the first decade of the T. M. A.'s existence. While a decade is relatively but a short period of time, it is my firm conviction that any real active trade organization which has lived through the last ten years of suspicion, scrutiny, and investigations and has emerged with a clean and spotless record and with a popularity not only national but international, such as the T. M. A. is now enjoying, may indeed celebrate its entry upon the second decade with just pride of its past and with unbounded confidence in its future.

Surely an occasional "Come-together" of the leading factors of an industry, even if it were only at a social function, where competitors rub elbows and interchange interesting views; where buyer and seller meet in a social atmosphere; where the materialman and the manufacturer greet each other in a spirit of fraternalism; where all may become better acquainted and form new friendships and renew old ones, cannot but result in substantial and lasting benefits not only to those present but to the industry at large.

Thus in keeping with our policy, as amply demonstrated by our previous conventions, it is our genuine ambition that this our Fourth National Convention of Tobacco Men embrace and be truly representative of all branches of the tobacco and allied industries—from the grower to the leaf dealer, and from the manufacturer to the man who stands behind the counter, including each and every element of the tobacco and allied trades, not only from the United States, but from Canada, Cuba, Porto Rico and the Philippine Islands, as well.

Though our last national event, held two years ago, is undoubtedly still fresh in the minds of the trade and will probably long be remembered, it may not be out of place to recall that nearly 450 of the leading factors of the tobacco and its allied industries were in attendance and participated therein with great enthusiasm. And I trust that it is unnecessary to assure the trade that we shall spare no pains or efforts to make this coming double event equally if not more interesting and beneficial.

I hope that all those receiving this call, whether members or non-members of the T. M. A., will consider themselves earnestly and urgently invited to attend and take part in this coming Tobacco Men's National Event.

With supreme confidence that this call will be most enthusiastically welcomed by the trade and that this coming "Get-Together Movement" will receive the whole-hearted support and co-operation of each and every branch of the tobacco and allied industries, I remain

Respectfully yours,
JESSE A. BLOCH,
President.

An old tobacco secret re-discovered—

1870— Wellman's famous old secret

1921— revived for Granger

1924— a popular seller in 32 states—a quarter-million smokers

A new richness from an old-time process

Made for pipes—cut for pipes —packed sensibly to save money

NOW it can be told. Three years ago we decided to revive a famous old secret method of mellowing tobacco—"Wellman's Method", it was called.

For three years we have been quietly trying it out—we, and about a quarter-million shrewd pipe-smokers who discovered it for themselves.

No whirlwind campaigns, no "special offers", no extravagant claims; Granger Rough Cut has made good on its taste alone. There could be no better proof of its quality.

Now we are ready to "tell the world"

An extraordinary pipe tobacco. "Wellman's Method"—now ours exclusively—not only mellows tobacco, but "rounds it out"—gives it a new taste, richer and milder. There's no other method like it, nor any other tobacco like Granger.

And not only differently mellowed, but cut differently—cut for *pipes*. The Rough Cut burns more slowly, hence smokes cooler—and a pipe-load lasts nearly twice as long.

And finally—notice the package.

If Granger Rough Cut were packed in fancy lithographed tins, it would cost 15 cents.

But wrapped in smart heavy foil, you get this fuller, longer, cooler smoke at a *third* less cost. Foil instead of costly tin—hence the price.

Too good to be true? Ask any man who has tried it. Better yet—get out your pipe!

10¢

Granger Rough Cut

A Pointer on Tobacco—
The slower a tobacco burns, the cooler it smokes. This slow burning is due to the "cut". Granger is "rough cut" to smoke slow and cool—cut for pipes, not cigarettes.

LIGGETT & MYERS TOBACCO CO.

DECEMBER PRODUCTION SHOWS INCREASE

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of December, 1924 (Figures for December, 1924 are subject to revision until published in the annual report):

Products	*Dec., 1923*	*Dec., 1924*
Cigars (large):		
Class A .....No.	178,533,493	191,230,350
Class B .....No.	98,780,600	89,413,207
Class C .....No.	199,447,911	212,008,623
Class D .....No.	10,952,283	13,992,257
Class E .....No.	3,644,471	4,632,136
Total	491,358,758	511,276,573*
*4.05 per cent.		
Cigars (small) .....No.	31,426,840	32,041,633
Cigarettes (large) ..No.	1,722,737	1,256,804
Cigarettes (small) ..No.	4,428,119,310	5,441,526,203
Snuff, manufact'd ..Lbs.	2,959,409	2,961,117
Tobacco, manufact'd.Lbs.	23,272,293	25,910,108

NOTE.—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of the December:

Products	*Dec., 1923*	*Dec., 1924*
Cigars (large):		
Class A .....No.	10,363,160	9,397,450
Class B .....No.	1,235,825	1,650,375
Class C .....No.	2,709,600	4,467,350
Class D .....No.	2,375	14,575
Class E .....No.	300	.....
Total .....No.	14,311,260	15,529,750
Cigars (small) .....No.	2,000,000	80
Cigarettes (large) ..No.	206,000	500,000
Cigarettes (small) ..No.	65,200	320

Tax-paid products from the Philippine Islands for the month of December:

Products	*Dec., 1923*	*Dec., 1924*
Cigars (large):		
Class A .....No.	14,879,675	13,990,300
Class B .....No.	464,065	287,300
Class C .....No.	29,013	101,912
Class D .....No.	70	85
Class E .....No.	50	325
Total .....No.	15,372,873	14,379,922
Cigarettes (small) ..No.	154,660	6,450
Tobacco, manufact'd..Lbs.	6	3

NOTE.—Quantities of tax-paid products shown in the above statement are indicated by stamp sales reported for the month.

Business Building

(Continued from page 12)

And they do help it, mightily. They help big business, of course. But, gosh, they seem to take delight in helping the little feller. The chap with a dinky little store and a small trade. There are two millions of him, they say, and, in the mass, he is the greatest distributor in the country.

They are trying to help him grow. They collect information, hire expert business men, and write suggestions for the little chap; they print them in pamphlets and booklets by the myriad and send them out to retailers.

One is before me now. It is entitled, "Small Store Advertising." It tells small dealers to advertise according to their means. For a man must be known before he can hope to do a profitable business.

I'm going to 'fess that many of the valuable pointers I hand you come from these pamphlets. That's why I have the nerve to say they are valuable; 'cause they come from such high authority.

The clothiers have come out with a slogan—"Dress Well and Succeed." It's a dandy; don't you think so? It may be the making of many a man. Some slouchy fellow, who don't know the importance of putting on a good front, and whose sloppy appearance may have kept him down, may have his eyes opened. He may sally forth, purchase a nobby suit, with fixin's to match, and begin forthwith to climb the hill.

But here is a business journal asking its retail customers to re-dress their stores while they are fixing up themselves. It says a man may be a veritable Chesterfield, and capture the eye of every girl he sees, yet if his store is slovenly and dusty and disorderly, his fine appearance will simply make the store look worse and people will flee from it.

Things have got to harmonize in this world, you see. If a man dresses fine he's gotta measure up to his clothes, or they make him look worse than his old duds. And then his store and the goods must measure up to the man and his attire. Get fine and then there you are. Ready for His Excellency, the American Citizen, to enter, carefully select his choice, pay the cash, pass a pleasant word, and go out, pleased, and open to come again.

Yes, to clothe yourself finely is great, but I'm inclined to believe it is greater to clothe your store finely.

SEEKS BAN ON SMOKING

Jefferson City, Mo.

Dr. Richard Ray, Missouri legislator, has introduced a bill to prevent citizens of this State from smoking in public places, and to reduce the amount of whisky prescribed for medicinal purposes from one pint to four ounces every ten days.

"Whisky is needed only for gargling purposes," Dr. Ray says.

His tobacco bill provides for a fine of from $10 to $25 or imprisonment from one to three months.

H. E. BURGER CELEBRATES FIFTIETH ANNIVERSARY

Mr. and Mrs. H. E. Burger, of 751 North Fourth Street, Allentown, Pa., quietly observed their fiftieth wedding anniversary at their home on Wednesday, December 31, 1924. All of their children, together with many friends, called at their home to extend felicitations and well wishes on the happy occasion. Both Mr. and Mrs. Burger enjoy excellent health.

Mrs. Burger, daughter of the late Henry and Maria Ziegenfus, was born at Milford Square, Bucks County. Several years later her parents moved to Allentown, where she has resided ever since. Mr. Burger, the son of William and Kate (nee Hilyard) Burger, was born in Catasauqua. When he was three years old his parents moved to Allentown also, and both Mr. and Mrs. Burger attended the public school there. They were united in marriage on December 31, 1874, by the Rev. W. G. Mennig, of St. Paul's Lutheran Church. To this happy union was born ten children: one boy having died at the age of six years, and one girl at the age of eleven. The children now living are Mrs. George Wind, Mrs. Fred Shellhammer, Charles Burger, foreman of the Consolidated Cigar Factory at Allentown, Harry Burger, superintendent of the same factory, Alfred Burger, of Northampton, superintendent of the Coplay Consolidated Cigar Corporation factory, Arthur Burger, superintendent of the H. E. Burger factory, of Allentown, and Mrs. Henry Dilcher, of Allentown. There are also eighteen grandchildren and one great-grandchild.

In 1874 Mr. Burger began his career in the cigar business. In 1885 he was connected with Koch & Company, which dissolved partnership. He then formed a partnership with I. M. Horn, A. W. Sterner and himself, under the name of H. E. Burger & Company. In 1891 they dissolved this partnership and Mr. Burger then started in business himself under the name of the H. E. Burger Cigar Manufactory, and in 1905 he built the factory and home at Fourth and Washington Streets, where he now is.

Mr. Burger is one of the oldest cigar manufacturers in Allentown, and has achieved much success in his work. He is the manufacturer of the "Flor de Burger," "Five B's," and the "Ben Penny" cigars, which enjoy a good sale in Allentown. In 1877 he was a member of Allen Rifles Company D, Fourth Regiment, and served in that company during the strike. He has been treasurer of Dubbs Memorial Reformed Church since it was started in 1902 and at its last meeting was elected an elder.

LIGGETT & MYERS INCOME

Report of Liggett & Myers Tobacco Company for 1924 shows net income of $11,969,829 after taxes and charges, equivalent after preferred dividends to $6.04 a share earned on $42,968,275 outstanding common stock ($25 par value). This compares with net income of $9,622,397, or $23.74 a share, on the $33,889,100 combined class B and common stocks (par $100) in 1923.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

CIGAR BOX LABELS BANDS AND ADVERTISING

American Lithographic Co. NEW YORK

The Standards of America

Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

After all nothing satisfies like a good cigar

The Celebrated Dill's Best

Long Cool Smoke

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER

J.G.DILL CO. RICHMOND, VA. Manufacturers of HIGH GRADE SMOKING TOBACCO.

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO. MANUFACTURERS OF HIGH GRADE CIGAR BOXES CEDAR SAW AND PLANING MILLS LABELS, RIBBONS, CIGAR MAKERS SUPPLIES. TEL. 4270 LEXINGTON ESTABLISHED 1875. 657-641 EAST 17 2 ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

JOSE-JAVA:—44,056. For cigars, cigarettes and tobacco. January 13, 1925. McKee-Marks Cigar Co., Ottumwa, Iowa.

MEMORY LANE:—44,057. For all tobacco products. January 7, 1925. Continental Tobacco Co., Inc., New York, N. Y.

LINDA LOU:—44,058. For cigars, cigarettes and tobacco. January 10, 1925. McKee-Marks Cigar Co., Ottumwa, Iowa.

NO TRUMP:—44,059. For pipes and smokers' articles only. January 13, 1925. A. Oppenheimer & Co., Inc., New York, N. Y.

TROPIC MAID:—44,061. For cigars. January 7, 1925. H. H. King, Greensboro, N. C.

LLOYDS:—44,062. For pipes and smokers' articles. January 21, 1925. The Rauhitscheck Co., Inc., Pittsburgh, Pa.

ONE FOOT:—44,063. For cigars. January 21, 1925. Havatampa Cigar Co., Tampa, Fla.

H. H. BEES:—44,064. For all tobacco products. January 21, 1925. Meritas Commercial Co., Inc., New York, N. Y.

WINNIE WHY:—44,065. For cigars, cigarettes and tobacco. January 21, 1925. F. M. Howell & Co., Elmira, N. Y.

SUNNY SAL:—44,066. For cigars, cigarettes and tobacco. January 21, 1925. F. M. Howell & Co., Elmira, N. Y.

BESSIE BEE:—44,067. For cigars, cigarettes and tobacco. January 21, 1925. F. M. Howell & Co., Elmira, N. Y.

TRANSFERS

THE HADDEN HALL:—19,985 (U. S. Tobacco Journal). For cigars. Registered April 28, 1898, by Philip Betz & Co., New York, N. Y. Transferred to Harry Prochaska, Inc., New York, N. Y., and re-transferred to D. Emil Klein Co., Inc., New York, N. Y., January 23, 1925.

D. L. & W.:—14,013 (Tobacco Leaf Publishing Co.). For cigars and tobacco. Registered September 15, 1897, by Ray G. Bliss, Cortland, N. Y. Transferred to Irving Katz, Brooklyn, N. Y., January 10, 1925.

CONSOLIDATED ISSUES $2,500,000 NOTE

According to an advertisement appearing in the daily newspapers last week, the Consolidated Cigar Corporation has sold $2,500,000 of three-year 6 Per Cent. Gold Notes, dated January 1, 1925, and due January 1, 1928.

According to a statement issued by Julius Lichtenstein, president of the Consolidated Cigar Corporation, Consolidated balance sheet of the company as of November 29, 1924, after giving effect to the issue of these notes, as certified by Messrs. Peat, Marwick, Mitchell & Company, shows net current assets of $7,704,300, or over $3000 for each $1000 note, and a ratio between current assets and current liabilities of over 10½ to 1.

GEORGE W. HELME COMPANY ISSUES STOCK

The George W. Helme Company has recently issued 24,000 shares of common stock of the company at $76.75 per share. According to a statement recently issued by J. C. Flynn, president of the company, since its organization the company has distributed to its common stockholders over $8,600,000 in cash dividends and $2,000,000 in stock dividends. In addition, the company has undistributed surplus earnings for this period amounting to more than $3,400,000.

The balance sheet of George W. Helme Company, as of December 31, 1924, not yet published or completed, is expected to show current assets of more than $13,500,000 against current liabilities of about $1,775,000, in the ratio of about 7.5 to 1, leaving net working capital of more than $11,500,000.

SET ADRIFT ON AN ICE CAKE

Detroit.

Set adrift on an ice cake in the Detroit River because he lit a cigarette while crossing in a rum runners' boat last night, Joseph Drouillard was rescued by the crew of the fireboat "Elliott."

Residents of the Canadian shore, hearing Drouillard's cries, telephoned to the Detroit police. Drouillard said the smugglers, apparently fearing the light of his cigarette would attract attention, forced him over the side on to the ice cake at the point of a revolver.

For six generations the art of cigar making has attracted the best Filipino workers in the Philippine Islands

There are no other industries at Manila requiring skilled hand labor that offers employment to large numbers of people. The cigar factories, therefore, have always the opportunity to obtain the brightest and the best young workers, and to train them in methods made famous by the Spanish Masters of the craft.

Quick and adaptable, possessing native skill and capable hands, the Filipino Worker is second to none in the World where patient and careful craftsmanship is required.

Manila cigars sold in the United States are hand-made, long-filled.

PRICE FOR PRICE MANILA CIGARS CHALLENGE COMPARISON

Manila Ad Agency

Send for List of Agents and booklet.

15 WILLIAM STREET, NEW YORK

'Phone Broad 1015

FULL Habana Filler

Actual size of Robt Burns PERFECTO

There is no substitute for fine Habana Tobacco!

It always has been the choice of discriminating cigar smokers. Its rich smoothness and individual flavor, so delightful to the palate, are never equalled.

That is why more men are turning to Robt Burns every day—for this is a cigar with a FULL Habana Filler of unchanging excellence.

Day after day, year in and year out, you can always bank on the same whole-souled enjoyment in every Robt Burns cigar you smoke.

Robt Burns

The PANATELA 10¢ — *The* PERFECTO 2 *for* 25¢ — *The foil-wrapped* INVINCIBLE 15¢

After all nothing satisfies like a good cigar

General Cigar Co., INC.

FEBRUARY 15, 1925

VOLUME 45 — No. 4

THE TOBACCO WORLD

LIBRARY RECEIVED FEB 20 1925 U.S. Department of Agriculture

13

Making Cigar Boxes is a simple process

Making Good Cigar Boxes is different

Making Good Cigar Boxes economically is an accomplishment

The L. & M. Box will convince you

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

This is our Sign at Atlantic City—It's 30 ft. high, 250 ft. long. It talks to Millions of People.

Four Years of Resultful Trade Paper Advertising
Two Years of Newspaper and Outdoor Advertising

ACTUALLY the best—wooden cigar boxes offered unusual opportunity for advertising exploitation.

The success of this past advertising is a matter of common knowledge.

Today wooden cigar box advertising has passed the point where its effect is solely upon cigar manufacturers.

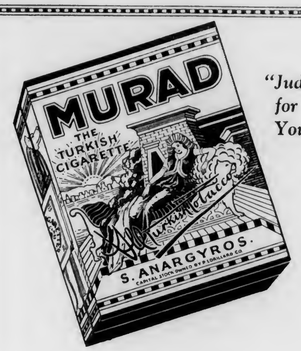
Individual smokers look askance at cigars offered as of good quality unless they are in wooden boxes.

Like a pebble-started ripple in a quiet pool, wooden cigar box advertising effect has spread—each year carrying an inheritance from the advertising that has gone before—until like a great tidal wave the accumulated power is ready to sweep all opposition before it.

The day when consumers insist upon cigars in wooden boxes is at hand.

After all nothing satisfies like a good cigar

The Best Cigars are Packed in Wooden Boxes



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

made good

LA PALINA
CIGAR
Most used 5c Tobacco Stogie
CONGRESS CIGAR CO - Philadelphia, Va.

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.
After all nothing satisfies like a good cigar

WAITT & BOND

Blackstone
CIGAR

Havana

Filler

Absolutely!

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OP'TIMO
VERY MILD
VERY MILD
CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

TOBACCO MERCHANTS ASSOCIATION
OF UNITED STATES

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Headquarters, 5 Beekman Street, New York City.

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ARTHUR WERNER, 51 Chambers St., New York City..Secretary and Treasurer

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

RETAIL STORE MANAGER, WHO HAS ALSO BEEN Jobber's Representative, desires position. Has had six years' experience and is at present employed in Philadelphia, but would change residence if necessary. Best of references. Address Box No. 477, care of "The Tobacco World."

POSITION AS SUCTION FOREMAN WANTED BY MAN thoroughly experienced in Suction Work. Twenty years' experience in the largest factories in the country. Box No. 471, "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 45 FEBRUARY 15, 1925 No. 4

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY

IN every city in the world Melachrinos set the standard of cigarette quality.
M. MELACHRINO & CO. INCORPORATED
EGYPTIAN CIGARETTES
ESTABLISHED 1879
PLAIN - CORK OR STRAW TIPS
ORIGINAL
MELACHRINO
"The one cigarette sold the world over"

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1924 requirements.

WE SPECIALIZE IN BOITE NATURE BOXES
First Class Cigar Boxes Guaranteed

FOR GENTLEMEN OF GOOD TASTE

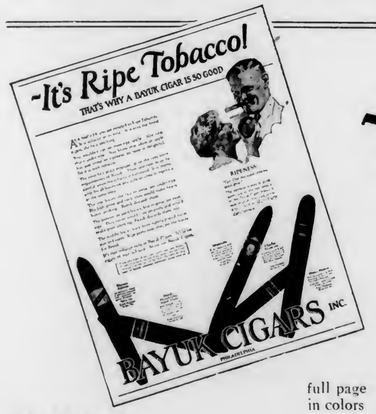
SAN FELICE
2 for 15¢
EL VERSO
10¢ 2 for 25¢-15¢
TWO GOOD CIGARS

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

Wolverine
CIGAR MACHINES

BUNCH BREAKERS
CIGAR PACKERS
BUNDLE PACKERS
ROUND CAN PACKERS

PULTE-KORRECK MACHINE CO.
231 233 IONIA AVE. N.W.
GRAND RAPIDS MICH



full page in colors

National Advertising of

-It's Ripe Tobacco!

in The Saturday Evening Post & Elks Magazine

Full color pages in The Saturday Evening Post will advertise Bayuk Cigars month after month. They began January 17th. These advertisements together with our steady advertising in Elks Magazine, and other publicity, will reach millions of smokers.

See the reproduction here of the first Bayuk page in The Saturday Evening Post. Note how it features the slogan—"**It's Ripe Tobacco!**" The cigars will be pictured in colors, tobacco-y and tempting. These are the Brands:

HAVANA RIBBON 2 for 15c

BAYUK PHILADELPHIA HAND MADE 10c

MAPACUBA 10c, 2 for 25c and 15c sizes

PRINCE HAMLET 3 for 50c, 15c also 2 for 25c and 10c sizes

CHARLES THOMSON 5c

BAYUK CIGARS INC.
PHILADELPHIA

Volume 45

THE TOBACCO WORLD

Number 4

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, FEBRUARY 15, 1925 Foreign $3.50

EDITORIAL COMMENT

ANY way you look at it the Third Tobacco Show gave indication to the trade as well as to the show visitors that there is still a swiftly flowing current of life in the tobacco industry despite all that has been said to the contrary. While it has taken three years to demonstrate this fact, it is a matter for congratulation. Manager Cochrane and President Sam Levine of the Exhibitors' Association deserve exceptional recognition from the trade for the splendid results which they obtained.

Except on the day of the storm, the show played to a capacity house every afternoon and evening. It is not a matter of great consequence whether the crowd came on complimentary tickets or paid admissions. With the steady procession of trade shows in New York City it is a sign of more than passing interest on the part of the public to get them to come to a trade exposition at all.

It was a bigger and better show than anything that has preceded it in the industry, and from the comments gathered on all sides the visitors were surprised at what they saw and went home well pleased.

If we are to judge from the expressions of the exhibitors, the 1926 show is not only assured but it will probably be larger in every way than the one which has just been concluded.

After having observed expositions of all kinds and descriptions, we find the exhibitors coming back to the same old question, "What do we get out of it?"

In our humble opinion the exhibitor gets out of a trade show just what he gets out of his life, or his business, or his home—just what he puts into it.

No matter what the character or merit of an advertised article, the success of advertising copy depends above all on attracting attention. If you haven't attracted attention you can't create interest, and if you don't do these things first the consummation of a sale is as far away as ever.

Therefore the exhibitors at a show first face the problem of attracting attention, and then of creating interest. The actual sale, while the objective, is incidental. Any exhibitor who goes into a show with the idea that if he doesn't get more out when it closes on Saturday than he put in when it opened on Monday the exhibition is a failure, belongs in a State institution and not in a trade exposition.

The thousands who visited the show testified to the fact that it had attracted attention, and the exhibits created interest beyond doubt. These facts in themselves are worth all that the show cost, either to the individual or to the industry as a whole.

When a newspaper advertising campaign is put on to sell a certain cigar brand, it is months before the home office can definitely determine the actual results. It will be months before the actual results of the Tobacco Show can be appraised in dollars and cents. Certainly it was a good thing for the industry, and the cumulative value of this advertising year after year is bound to prove effective.

When a man neglects his physical condition for years and finally goes to bed and sends for the doctor, no prescription on earth will cure him in a day or a week. It requires a slow and tedious process of health-building.

The cigar industry particularly has neglected its health and it will take more than one or two tobacco shows, or the advertising of a few individual firms, to restore it to its old-time prosperity. It means a hard, steady process of building-up. Prosperity must be paid for either before or after; neglect always exacts its price.

The Tobacco Show is a step in the right direction. The support this year exceeded that of the previous expositions. A number of representative firms had space for the first time. Whether they took space as a compliment to the industry or for the purpose of making an actual test of the value of such an exposition is immaterial. In any event the multitude of visitors must have made an impression. There was an opportunity for personal contact never before offered.

If we may voice a personal opinion, the amount of space occupied and the character of the exhibits must have been disappointing to the general public. After the great amount of newspaper advertising all over this country, which has made the names of some brands

(*Continued on Page 9*)

PHILADELPHIA.

EISENLOHR CHANGES VALUE OF COMMON

At the annual meeting of the stockholders of Otto Eisenlohr & Brothers, Incorporated, a resolution was passed changing the par value of the common stock from $100 a share to $25, and the proper officers of the company were authorized to give four shares of the new stock in exchange for each share of the common stock now outstanding. The par value of the preferred stock remains at $100.

The following board of directors was elected: S. T. Gilbert, B. R. Lichty, J. F. Cullman, Jr., John J. Rogers, Sam T. Gates and Ralph B. Evans.

Following the election of the board of directors the following officers of the company were elected: Ben R. Lichty, chairman of the board; S. T. Gilbert, president and general manager; John J. Rogers, vice-president and manufacturing manager; R. G. Cunningham, secretary and treasurer; Jackson Kemper, assistant treasurer.

J. VETTERLEIN & COMPANY TO LIQUIDATE

The leaf tobacco firm of J. Vetterlein & Company, 115 Arch Street, have announced that they will discontinue business as soon as the present supply of leaf tobacco on hand is disposed of. This action has been under consideration for some time as the members of the firm have arrived at the conclusion that there are other fields of endeavor that will be much more profitable, under present conditions in the cigar industry. Julius Vetterlein, head of the company, retired from active participation in the business several years ago and moved his residence to Atlantic City.

WILDER JOINS BOBROW BROTHERS

Charley Wilder, formerly associated with Roig & Langsdorf, has joined the sales force of Bobrow Brothers, Incorporated, South Fifth Street, and will cover the central part of the city in the interest of "Bold," "Topic" and "La Tosella." Mr. Wilder is one of the best-known cigar salesmen in the central part of the city, and no doubt will be very successful with his new brands.

Max Brewer, distributor of Bobrow products in Wilmington, Del., was a recent visitor to the Bobrow headquarters.

Miss Felice Gumpert, daughter of Mr. and Mrs. A. A. Gumpert, was married recently to Mr. Thomas Cleary.

C. H. EIMERBRINK JOINS YOCUM BROTHERS

C. Harry Eimerbrink, formerly vice-president of Otto Eisenlohr & Brothers, has acquired an interest in the firm of Yocum Brothers, cigar manufacturers of Reading, Pa., and will devote his entire time in the manufacturing department of that firm, as manufacturing director, beginning at once.

Mr. Eimerbrink severed his connection with Otto Eisenlohr & Brothers the first of the year, and Yocum Brothers are naturally quite enthusiastic in being able to secure his services in the manufacturing department of their company.

MAN BURNED TO DEATH IN BED

George Young, thirty-six, a roomer in a house at the northeast corner of Moyamensing and Snyder Avenues, burned to death early today despite the efforts of a young woman to save him. It is believed he set fire to his bed while smoking.

Young, a mechanic, occupied a room on the second floor in the rear of a house conducted by Mrs. Magdaleine Mayer. The woman who tried to save Young's life is Mrs. Thomas Long. She is eighteen. She was awakened by smoke.

JACOB AND BEN PALEY OFF FOR EUROPE

On Saturday evening, January 31st, a farewell dinner was tendered Jacob and Benjamin Paley, on the eve of their departure for a cruise through the Mediterranean Sea. The dinner was attended by all the executives of the Congress Cigar Company and a few invited guests. Harry Green acted as toastmaster and presented the Paley boys with handsome canes, on behalf of their associates in business, and wished them bon voyage.

H. F. PENT IN CHICAGO

Howard F. Pent, president of the Coraza Cigar Company, manufacturers of "Marshall Field" cigars, was in Chicago last week on a business trip. The "Marshall Field" cigar is taking on well in the Middle West and prospects are exceedingly bright for a big year for this brand during 1925.

DAVE MORRIS A VISITOR

Dave Morris, of the Manila Ad Agency, 15 William Street, New York City, was a visitor in Philadelphia last week, conferring with distributors of Manila cigars in this district. Mr. Morris states that business throughout the United States on Manila brands is good.

TO DEMONSTRATE ATTITUDE OF UNITED STATES CHAMBER OF COMMERCE ON RESALE PRICE CONTROL

At the invitation of President Grant, of the Chamber of Commerce of the United States, the officers and members of the Executive Committee of the American Fair Trade League, including representatives of a number of leading trade associations, conferred with the board of directors of the Chamber in Washington, on February 11th, in regard to the best means to make effective the attitude declared some time ago by the national Chamber, through Referendum No. 13, favoring the producers' right to control, under proper restrictions, resale prices on branded merchandise.

After a general discussion of the whole problem of resale price control, President Grant announced that he would appoint a special committee with full powers to confer with a similar committee, to be appointed by the Fair Trade League, for the purpose of considering a plan whereby the attitude of the Chamber might be demonstrated. Steps will then be taken to make this attitude apparent to Congress, and especially to the House Committee on Interstate and Foreign Commerce, which has jurisdiction over bills on this subject.

The representatives of the American Fair Trade League made it clear that their organization is not backing any particular one of the four measures now pending, but is promoting the general principle embodied in all the bills.

Nearly all the directors of the Chamber present contributed to the discussion, and all who spoke declared that they favored the principle of resale price control. The spokesmen for the league said that the business men of the country, who were overwhelmingly behind this movement, demanded primarily a clarification of the law concerning the rights of refusal to sell and of resale price control, which have been confused by recent court decisions.

It was brought out during the discussion that the United States is the only country in the world in which these rights are denied.

SMOKING GOLD PIPES NOW

According to *Tobacco Trade Review*, London, "in the West End of London there are tobacco shops in the windows of which are displayed tobacco pipes made of gold and silver—the bowls being lined with meerschaum. One can buy a couple of pipes with golden bowls in a case for something under £5. Silver pipes cost about half the money. These gold and silver pipes may, perhaps, be regarded as a male rejoinder to the dainty briar pipes with bowls studded with brilliants and jewels which are seen in shop windows, intended for women smokers. It is to be supposed that there is a certain demand for trinkets of this sort, or manufacturers would not make them, but the trade must always be limited, for no self-respecting smoker would care to vaunt his wealth in the display of pipes of this character. And do the retailers have to take their stocks to the safe deposit every night? Presumably they do, for up to now we have no news that the cat burglars have had a haul of this sort."

WILL ROGERS EDITS "THE BULL'S EYE"

Will Rogers, of Ziegfeld Follies fame, has become an editor. Every two weeks he publishes "The Bull's Eye," which occupies one-quarter of a newspaper page.

The American Tobacco Company has more than a passing interest in this publication since the editorial space draws attention to the merits of "Bull Durham" smoking tobacco.

CAMPAIGN STARTED IN ENGLAND TO INCREASE CIGAR CONSUMPTION

The Havana Importers' Association, in England, have started a campaign to endeavor to increase the consumption of cigars in that country. Space has first been taken in the tobacco trade papers to acquaint the trade with their plans and the objective.

The plans are as follows, says *Cigar and Tobacco World* (London):

"In order to educate the most promising part of the young men, a free distribution of a large number of Havana cigars will be made in the University towns; for the first at Oxford and Cambridge. They will be accompanied by a suitable letter.

"In the second place, a large circularising campaign will be initiated and maintained throughout the year, addressed to the most influential section of the community—leading men in commerce, in industry and in the professions—placing before them the value of the Havana cigar as a potent business promoter. The circular letters will elucidate the advantages the business man can gain from a liberal use of the Havana cigar in intercourse with his customers. They will also point out the great assistance that firms could render their representatives by providing them with cigars to be offered to their customers in the course of their business calls.

"These letters will bear the heading of the 'Union de Fabricantes de Habana,' and will strictly abstain from advertising any particular brand or firm and bear no English address."

The association has full confidence in the success of this campaign, and are hoping that they can rely on the benevolent activity of their customers, the whole of the cigar trade of the United Kingdom.

The progress of this campaign will no doubt be watched with a great deal of interest by cigar manufacturers in this country who have been sitting idly by and watching their production gradually dwindle away, and, apparently, doing nothing to prevent it.

Editorial Comment

(*Continued from Page 7*)

and some firms synonymous with the cigar and tobacco industry, the smokers of the country who came to the Tobacco Show would hardly have expected to find them occupying practically nothing more than reception rooms, any more than we would expect to find Tiffany with desk room on the Bowery. However, the greatest injustice was to the firms themselves. There may have been good and sufficient reasons for the amount of space taken. We are merely making a personal observation.

The Tobacco Show gives every evidence of becoming a successful annual affair, and we hope to see the 1926 show twice as large, and twice as successful as the one just concluded.

The suggestion has been made that the Tobacco Merchants' Association and the Tobacco Show would mutually benefit if the Tobacco Merchants' Association convention was held in conjunction with the Tobacco Exposition. We are extremely doubtful that such a procedure would prove successful, although it is an alluring suggestion. The quickest way to put an end to such discussion would be to give it a trial.

York County News

February 15, 1925.

The regular monthly meeting of the York County Manufacturers' Association was held in Red Lion, Pa., on Monday evening, February 9th.

President B. M. Hannigan appointed the following board of governors of the association for the year 1925: Clayton O. Meads, Kurvin Jacobs, I. H. Rojahn, Sterling Kohler and Hiram F. Martin.

Other committees appointed are: Legislative, J. C. Winter, G. Andrew Strobeck, Lemuel E. Sentz, Harvey A. Waughtel and Harry W. McGuigan; Cost Committee, David A. Horn, Roy Snyder, Stewart S. Shindler, cigar manufacturers, and Wallace M. Gemmill and George Pfaltzgraff, leaf tobacco dealers; Auditing Committee, Sterling S. Knisely, Vernon F. Frey and Herbert M. Smith.

The object of the cost committee appointed by the president was to investigate certain complaints which have come to him from several brokers.

President Hannigan decided to investigate the claims of the brokers by appointing the committee to look into the actual cost of manufacturing, as the brokers maintain that some cigars bought from this district are too high in price considering the cost of manufacturing.

This question brought about many speeches from the members.

Resolutions of respect for the late Titus A. Smith, a member of the association, were ordered drawn up and a copy be presented to the widow and family. The committee appointed in the matter is David A. Horn, Arthur McGuigan and Wm. H. Snyder.

The association also went on record extending a vote of thanks to George Schlegel, who supplied cigar bands free of charge, and to the American Box Supply Company, who furnished labels free of charge, that were used on cigars that were exhibited by the association at the Tobacco Show.

Among those in attendance at the meeting were Daniel Spangler, D. A. Horn, S. S. Shindler, I. H. Rojahn, C. C. Meads, W. C. Frutiger, A. S. Ziegler, S. S. Knisely, Herbert M. Smith, H. F. Martin, G. A. Strobeck, J. W. Kelly, Roy Snyder, E. B. Strickler, Herbert L. Smith, Clair Sentz, H. E. Rost, S. F. La Motte, David E. Wolf, Harry Wolf, H. C. Sprenkle, C. E. Mate, W. M. Gemmill, C. F. Roseman, C. W. Horn, Arthur McGuigan, C. F. Laucks, T. C. Miller, W. H. Myers, B. M. Hannigan, C. M. Ehehalt, A. S. Frey, Clayton McGuigan, Thos. Waughtel, B. F. Strayer, A. C. Frey, S. Pomraning, C. S. Roseman, Emory Neff, C. D. Myers, J. C. Winter, D. Frank Kaltreider, Roy Snyder, W. H. Snyder, W. H. Toomey, T. L. Adair, A. Smeltzer and Roy Fishel.

The First National Bank of Red Lion, Pa., will move into their new building at the Square on February 23d.

This progressive bank, in addition to having a branch office of the Internal Revenue Department on its premises, has just been advised by the Commission of Banking, Washington, D. C., that they have been appointed as a United States banking depository to receive for deposit all funds belonging to the Government, and derived from sales in this district, of internal revenue stamps and postoffice receipts, etc.

C. E. Ehehalt, secretary of the York County Manufacturers' Association is opening an office in the Post Office Building.

The Lions Club of Red Lion held their meeting on Tuesday, February 10th, in the Spangler Building, with Vice-President H. L. Haines presiding.

Dr. Clarence N. Trout and N. N. Craley were in charge of the program.

Rev. W. H. Feldman, pastor of the Union Lutheran Church, York, Pa., was the principal speaker, who used for his subject the life of Abraham Lincoln, stressing the war President's honesty.

Rev. H. H. Long and Paul S. Raub also made addresses.

W. C. Frutiger and W. H. Toomey were appointed on the program committee to arrange the program for the meeting on the fourth Tuesday of this month, when the following invited guests are expected to be present: Rev. H. H. Long, J. B. Arnold, Hiram Peters, C. O. LaMotte, Donald Holloway and S. S. Stabley.

D. M. Frank & Company, who also operate a factory at Pleasureville, Pa., have opened a new cigar factory at 36 South Cherry Avenue, York, Pa., where they will manufacture cigars to retail at ten cents and upwards.

For the enlargement of the York County Fair Grounds the York Agricultural Society have acquired additional land, some of which is located in West Manchester Township.

The Lancaster, Pa., Chamber of Commerce and the Lancaster Automobile Club, in conference with the Susquehanna bridge committee of the York, Pa., Chamber of Commerce and the York County Automobile Club, have endorsed the movement of the York organizations to have the proposed bridge across the Susquehanna River between Wrightsville and Columbia, erected by Lancaster and York Counties and not by private interests.

The York County Commissioners at their weekly meeting were urged by delegations from these organizations to join with Lancaster County in erecting an inter-County bridge.

An organized movement has been made as to the advisability of protesting against the building of the Susquehanna Bridge Company of their proposed two million dollar bridge between Wrightsville and Columbia.

This company has stated its intention to make application for a charter, it is rumored, and also to introduce a bill in Congress authorizing the building of this bridge.

It is thought that it would not be advisable to permit the building of a privately-owned toll bridge as large tolls would be necessary to make it profitable, and that large tolls would tend to cause tourists to adopt other routes across the country and it might result in York losing the Lincoln Highway routing.

The best plan, it is claimed, would be for York and Lancaster Counties to jointly build the bridge with low toll rates which eventually would pay for the cost of the bridge and finally permit of the removal of all tolls.

The bridge in use at present is owned and operated by the Pennsylvania Railroad and furnishes transportation for trains as well as foot and vehicle traffic, and is inadequate to meet the greatly increasing traffic demands.

J. R.

S. W. LEVINE HONORED AT LUNCHEON

On Saturday afternoon, January 31st, a luncheon was given at the Hotel McAlpin, New York City, in honor of Samuel W. Levine by the exhibitors at the recent tobacco show, in order to show Mr. Levine the deep appreciation felt by the exhibitors for his efforts in behalf of the show.

Mr. Levine was prevented from attending the luncheon at the last minute on account of the illness of both his wife and daughter and he asked Mr. T. J. Sullivan to express his regrets to the luncheon party.

At the close of the luncheon Mr. Lemlein exhibited a typewritten testimonial of the appreciation of the exhibitors at the show, which bore the signature of every exhibitor, and this was handed to Mr. Sullivan as Mr. Levine's representative.

The following communication from Mr. Levine was then read by Mr. Sullivan:

"Mr. Chairman and Friends:

"I sincerely regret my inability to be with you today, especially so since this reception is being tendered in my honor, but I know you will excuse me when I advise you that my absence is compulsory because of the illness of both my wife and daughter, who are very much in need of my personal attention at this moment. For this reason I have asked Mr. Sullivan to convey my heartfelt regrets and to express for me the sentiments I feel toward you for your splendid co-operation in making the Tobacco Show a success.

"I fear that you exaggerate my services and perhaps under-estimate my ambitions. That the Show this year was a pronounced success is universally conceded, and while I can assure you that I personally have done everything in my power to accomplish that result, I could not possibly have attained the measure of success which was accomplished, had it not been for the whole-hearted and enthusiastic co-operation of everyone who was connected with the Exposition.

"I feel that I would be charged with ingratitude if I did not publicly acknowledge this help. It would be an impossibility for me at this time to specially designate whose services were most valuable, as everyone did his bit.

"I cannot refrain, however, from expressing my thanks to a few of my associates and fellow-workers whose services were particularly valuable. Among those, Mr. Charles Dushkind, secretary of the Tobacco Merchants Association, whose wide experience in the industry and whose calm judgment in matters regarding which we solicited his advice, was particularly invaluable.

"Likewise, Mr. J. H. Duys and Mr. Jos. Cullman, Mr. Carl Werner, of the *Tobacco Leaf*, and Mr. Ed. Davis, of the *United States Tobacco Journal*, and in fact the editors and associates of all the trade papers have been particularly helpful to us in our efforts. That I do not mention others does not mean that everyone associated with the enterprise did not do his level best.

"The work of our managing director, Mr. Cochrane, and our business manager, Mr. Lemlein, is too well known to require comment. To them as much as to any member of the industry belongs the credit of having brought this Exposition to a successful conclusion.

"I believe we have demonstrated that co-operation is a most important factor in solving some of the problems of our industry and that we succeeded in interesting the general public in such large numbers is an answer to the argument of those who did not participate in the Show because they believed we could not succeed in getting a satisfactory attendance at a tobacco show.

"The result has proven the fallacy of this argument and we must now look forward to renewed and greater efforts to make the Tobacco Exposition of 1926 bigger and better than the one which has just closed.

"May I not solicit your continued co-operation in attaining this object?

"Again let me thank you from the bottom of my heart for the tribute which you have paid me."

All those present were called upon by Mr. Lemlein to speak a few words.

YOUR INCOME TAX

Net income, upon which the income tax is assessed, is gross income less certain specified deductions for business expenses, losses, contributions, bad debts, etc. A storekeeper may deduct as a business expense amounts spent for rent of his place of business, advertising, premiums for insurance against fire or other losses, cost of water, light and heat used in his place of business, drayage and freight bills, and the cost of maintenance and repair to delivery wagons and trucks, and a reasonable allowance for salaries.

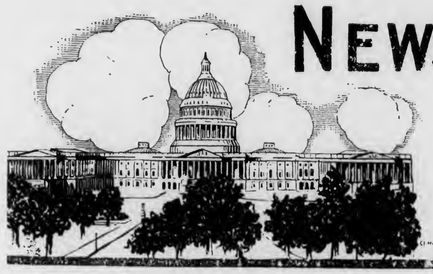
A professional man, such as a lawyer, doctor, or dentist, may deduct the cost of supplies used in his profession, expenses paid in the operation and repair of automobiles used in making professional calls, dues to professional journals, office rent, cost of water, light and heat used in his office, and the hire of office assistants.

The farmer may deduct as necessary expenses all amounts actually expended in carrying on the business of farming, such as amounts paid in the production and harvesting of his crops, cost of seed and fertilizer used, cost of minor repairs to farm buildings, and cost of small tools used up in the course of a year or two. The cost of farm machinery, equipment, and farm buildings is not deductible as expense.

Deductions for personal or living expenses, such as repairs to the taxpayer's dwelling, cost of food, clothing, education of children, etc., are not allowed.

679 FACTORIES LISTED IN THE PHILIPPINES

A total of 679 factories, including thirty-one Manila offices of the sugar centrals in the provinces, are in operation in Manila, statistical reports prepared by the commercial division of commerce and industry show; 125 factories are engaged in the manufacture of slippers, both by hand and machineries; 102 are making shoes, 51 soap, 58 chocolate and coffee, 32 cigars and 29 cigarettes. Establishments engaged in the production of other products for export are: 23 embroidery factories, 12 copra exporters, 10 cocoanut oil exporters, 9 copra cake exporters, 7 desiccated cocoanut factories, 31 oil mills, 4 rope factories, 31 sugar centrals and 2 shell craft manufacturers. The report further shows 20 aerated water factories, 2 bag factories, 1 brewery, 2 button factories, 21 candy factories, 5 canneries, 19 caramel factories, 1 cement factory, 14 distilleries, 35 furniture manufacturers, 10 hat makers, 1 hemp braid manufacturer, 1 match factory, 14 musical instrument factories, one lard and butter substitute manufacturer, 6 lumbang oil mills and 1 sugar refinery.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Federal Trade Commission to Investigate American Tobacco Company

An investigation by the Federal Trade Commission of an alleged agreement between the American Tobacco Company and the Imperial Tobacco Company, of Great Britain, whereby the former will sell no tobacco in Great Britain and the latter will sell no tobacco in the United States, sought in a resolution introduced by Senator Ernst, of Kentucky, has been approved by the Senate.

The resolution sets out that such an agreement gives the Imperial Tobacco Company a practical monopoly of certain types of tobacco grown in Virginia and North and South Carolina, and a special interest in certain types of tobacco grown in Kentucky, purchased in the United States by the local resident agents of the Imperial Company and processed in the United States in its plant; and the same agreement gives the American Tobacco Company a special interest in other types grown in those States. These companies, the resolution further sets out, are opposed to the formation of co-operative marketing associations among tobacco growers.

It is further alleged in the resolution that these companies have practically boycotted the co-operatives and by reason of their special interests in certain types have caused great damage and harm to the co-operatives. It is declared that this alleged agreement stops competition between these companies in the purchase from the growers of the types of tobacco used by them and enables one company or the other to control the purchase and marketing of these types.

The resolution provides for an investigation by the Federal Trade Commission, with the demand that it report to the President on or before July 1, next.

Under the terms of the resolution the trade commission would be given access to all official reports and records in the Treasury Department in the making of such an investigation.

Senate Adopts Resolution on Freight Rates

Conditions prevailing in the industries affected should be given every consideration by the Interstate Commerce Commission in the making of freight rates, in order that commodities may move freely, it is declared in a resolution which has been adopted by the Senate.

The resolution directs the Commission to make a thorough investigation of the rate structure of common carriers in order to determine to what extent and in what manner existing rates and charges may be unjust, unreasonable, unjustly discriminatory or unduly preferential, thereby imposing undue burdens or giving undue advantage as between the various localities and parts of the country, and to make such changes, adjustments and redistribution of rates as may be found necessary to correct any defects found to exist.

In making such changes it is imposed upon the Commission that it shall give due regard, among other factors, to the general and comparative levels in market value of the various classes and kinds of commodities as indicated over a reasonable period of years, to a natural and proper development of the country as a whole, and to the maintenance of an adequate system of transportation.

Don't Forget to Deduct 25 Per Cent. From Your Income Tax

Taxpayers throughout the country seem to be unacquainted with the fact that they are entitled to a deduction of 25 per cent. of the amount of income tax due upon earned income, and many of the returns filed so far this year are accompanied by checks for more tax than the Government is entitled to or desires to collect.

It is pointed out by officials of the Bureau of Internal Revenue that, in the case of individual taxpayers, all income up to $5000 is considered as "earned income" under the provisions of the 1924 revenue law, and the taxpayer is entitled to a reduction of 25 per cent. of the tax on that amount. The allowance for earned income, furthermore, may be increased by the Commissioner of Internal Revenue to such an amount as he may deem adequate, but not to exceed $10,000.

In the case of taxpayers who failed to take advantage of the 25 per cent. discount on earned income, where returns were accompanied by a check for the full amount of tax, due refunds will later be made by the Treasury Department; where taxpayers settled only the first instalment of tax, a reduction will be allowed on future instalments to cover the overpayment.

Bill Introduced to Limit Time for Collecting Additional Income Taxes

A bill to limit the time within which the Treasury Department may institute proceedings to collect additional taxes growing out of the discovery of errors that may be found in tax returns, has been introduced in the Senate by Senator Smith, of South Carolina. It is declared that there is much dissatisfaction among business men over the present administration of the tax laws, it now being impossible finally to close books for any particular year because of the possible reassessment of taxes at any time.

(Continued on page 14)

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

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EVERY once in a while I put my ear to the ground and hear a low, rumbling sound, half angry and half uneasy, and when I listen closely I find it is made by cigar dealers chewing the rag, because of the increasing cost of rent and business expenses.

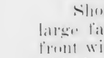
I'm not much of a believer in rag chewing. Rags don't taste good to me, and my doctor tells me they are hard to digest.

Therefore I earnestly and passionately ask if we poor, distressed mortals can't do something to lessen this evil. It's awful discouraging to take in ten dollars in trade and pay out ten dollars and one cent in rent. How, by heck, can we keep up payments on our auto if we do?

My suggestion is, if you are one of the sufferers, that you study the displays in some of the way-up cigar stores. And the arrangement of their goods. You will find that they make a compelling appearance with very little space.

You can do the same.

Do it! Then take the saved space and put in some side line of fancy goods of some kind which men need and which pay a really interesting profit. Don't put in a big assortment. That would kill the whole idea. Just one, or two, or three lines. Something that takes little room, which sells for a worthwhile sum, and which pays generous profits. It will take much thought to find the articles, and to investigate that they are the ones that will sell. But you are a thinker and you can solve the problem.



I wish I could get a flash of genius, and I wish you could do the same, like some wise guy in London did.

He looked on the freckles which were considered ugly and undesirable. And he said that he would make women consider these ugly things pretty. So he gave them a name; called 'em "Sun-kisses." The name "took."

Women like to be kissed. If not by men, then by the sun; and freckles forthwith became pretty in their eyes, and fashionable.

Now they are a fad; and the wise guy is busy painting freckles on women's faces at princely prices.

Gee! That's an inspiration to me. Ain't it to you also? I'll bet!

Why not try it? Take some popular article in your store. Rub your head violently to stimulate bright thoughts. Think up a name with thrill, and vim, and hurrah-boys in it. Put one in your window with a joyous placard in colorful words that sing a happy song. Tell the public it is the greatest thing that ever happened. Charge two prices for it.

If it "takes" you will see long lines leading to your store crazy to buy your article with the happy name at double its proper price.

That's genius! And I'm handing you a rhetorical yard of daisies by saying I believe I have several chaps of genius among my readers.

Do you plan, or just drift?

"Huh! Wot's the use of planning?" you may say. "If trade is going to be good, it will be good; if poor, it will be dull, and planning won't change it."

Right you are, me boy. The great tides of business sweep, and swirl; and they change, even as the fickle air currents, or a spoiled woman's moods. And I agree that if fate sends things your way, your trade will be good. If the reverse, you will be in the slumps, in spite of planning.

But I ask you to plan, nevertheless. For good planning will aid you in a hundred various ways.

Come. Sit down; light up, and let's chat.

Should you stay where you are, or move near that large factory, being built? Should you rip out your front window and put in a large plate glass affair that will give tone to your store? Should you knock a hole in the side and build a large window to let in more cheerful light? Should you get a new counter, a fine showcase and rearrange your whole store with tone and artistry? Should you condense your tobacco goods in less space and add other lines? Should you handle a leetle better grade of goods? Should you advertise, and if so, how? Should you increase the salary of your sales clerks and tell them to train themselves into real salesmen and out of mere storekeepers? Should you open a branch store in a good section of your town? Should you buy your store, or contine renting?

These are things worthy of thinking thoughts on, and I commend them to your wise consideration.

(Continued on Page 14)

News from Congress

(*Continued from page 12*)

Senator Smith would allow the Government five years in which to proceed for the collection of taxes under the tax laws prior to 1921, four years for taxes from 1921 to 1923, and two years for taxes for 1924 and future years.

Parcel Post Rates Nearly High Enough

The parcel post service is losing less money for the Post Office Department than the public generally has been led to believe, the Postmaster General declares in a letter accompanying recommendations for postal-rate legislation, which he has transmitted to Senator Sterling of the Senate Post Office Committee and which has been made the basis of a bill now before that body. The measure would provide additional revenues of some $66,000,000, which would be slightly less than the additional expenditures required to meet the proposed pay increases for postal employees, also a part of the bill.

The only change in first-class rates would be an increase from one cent to 1½ cents in the price of postal cards, which are now handled at a loss. This would provide additional revenue of $12,500,000, which is more than would be derived from the proposed increase in second-class rates on publications, from which $10,876,000 would be secured. Third-class rates would be increased from one cent for each two ounces to 1½ cents for each two ounces.

The proposed schedule of increases for parcel post matter averages two cents a parcel for all zones, but rates in the nearby zones would be increased most, rates in the the sixth zone being only slightly increased and rates in the seventh and eighth zones being left as at present. The bill also proposes to increase the rates for all classes of special service, such as insurance, special delivery, money order, registry, etc.

Discussing the parcel post situation, the Postmaster General points out that "most extravagant statements have been repeatedly made concerning the deficit incurred through carrying parcel post," but the department's investigation showed this class of mail to be losing only approximately $7,000,000 out of a total loss for all services of nearly $40,000,000. However, it is declared, "the department proceeds upon the theory that while the handling of this class of mail is a very useful and in fact indispensable feature of the postal service, it is nevertheless commerce and should be regarded as such when it comes to making rates for carrying it. Fourth-class mail is made up of commodities and not of intelligence. It should pay its full way and leave a slight margin of safety sufficient to provide for unforeseen changes."

McKEE-MARKS CIGAR COMPANY IN LIMA

The McKee-Marks Cigar Company, formerly of Ottumwa, Ia., have recently moved their factory to Lima, Ohio.

CONSOLIDATED EARNINGS

Report of Consolidated Cigar for 1924 net profit of $1,081,431, after charges and Federal tax. This compares with $473,983 in 1923.

Business Building

(*Continued from Page 13*)

I'm a-wondering. I'm wondering about two things, and these are them:

I am reading so frequently about smokers being cut off as they are just bursting forth into the glorious dawn of their second century, that it sets me wondering—and I wonder whether it is possible, after all, that tobacco may be a life-lengthener, instead of a life-shortener, as heretofore so generally supposed.

And then, too, I am reading about so many really great men being addicted to the use of the Jimmie Pipe, and how its influence aids them in clearing up difficult situations, untying tight knots and cracking hard nuts, that it sets me wondering whether the Jimmie Pipe may not, after all, really be an aid to clear thinking and straight reasoning.

I have wondered on these two subjects, for, oh! say a million times. I can't come to a definite decision, however, and so I leave it to you.

Philadelphia wants to have a little blowout next year. She has been all het up about it for lo! these many months.

At first she planned something "worthy of Philadelphia" and all the world and his wife, and the surrounding planets were to be invited to the highest old time they ever had in their lives.

But there seemed to be some sand in the bearings and cold feet became the order of the day. But, hurrah! we're going to have a celebration. We have found the man who is able to put it across. He comes upon the scene just as General Dawes burst upon the world. You remember—General Dawes AND his pipe—and he sure caused things to happen.

Today it is Col. Collier, AND his pipe.

The Colonel and the Mayor were talking. "You make my little old wage twenty-five thousand kopecks per year," said the Colonel as he struck a match on the seat of his trousers and lighted his little old Jimmie Pipe, "and I'll put this here Sesqui stuff across fine and dandy, so Philadelphia will be so proud of itself it won't speak to Manayunk."

"Done!" said the Mayor, and they shook hands on it good and hard.

And so we are to have a Sesqui. But what bothers me is this: Could Col. Collier put it across without his pipe? It is for me to ask, and you to answer.

BAILEY BROTHERS ACQUITTED OF FRAUD

Greensboro, N. C., February 13, 1925.

Twenty officials and stock salesmen of Bailey Brothers, Incorporated, defunct Winston-Salem tobacco manufacturing concern, were acquitted by a jury in Federal District Court today on charges of using the mails to defraud.

The men were indicted in connection with a stock-selling campaign conducted two years ago in North Carolina and Virginia. Shortly after the campaign receivers for the concern were appointed and the business closed out.

"experienced wonderful success"

JOHN H SWISHER CARL S SWISHER

Jno. H. Swisher & Son
CIGAR MANUFACTURERS
Nyack, Ohio

TOBACCO DIVISION
H. B. COULTER
REG. NO. 3, 11TH DIST. OHIO.

January 3rd, 1925.

Universal Tobacco Machine Company,
116 West 32nd Street,
New York City, N.Y.

Gentlemen:

In connection with our order for your Model L Universal Scrap Bunching Machines and equipment for the year 1924 against which you have already shipped 10 machines to our Jacksonville, Florida factory, please ship immediately 30 additional of your Model L Universal Scrap Bunching Machines to our Jacksonville, Florida factory and follow same with 20 more machines to our Wellston, Ohio factory which 50 machines will complete this order.

You will find enclosed your contract for our additional Model L Bunching Machine requirements for the first six months of the year 1925 in connection with which we will favor you with shipping instructions for delivery prior to July 1st, starting in immediately following your completion of deliveries against our 1924 contract.

Needless to say we have experienced wonderful success with your Model L Universal Scrap Bunching Machines and it is our intention to equip all of our factories with your Model L just as fast as we can secure deliveries on this equipment.

Adding very kind regards, we are

Yours very truly,

JNO. H. SWISHER & SON

BY H B Coulter

HBC&LMK.

After all nothing satisfies like a good cigar

Price
$850
Complete
F. O. B. Factory
Newark, N. J.

Universal Tobacco Machine Co.
116 West 32nd Street, New York
Factory, Newark, N. J.

ADVERTISING HINTS FOR THE TOBACCONIST

By S. W. Ellis

There is possibly no retailer who could apply advertising to better advantage than the tobacconist. The use of tobacco is, of course, the result of habit, and advertising has a way of affecting modern habits.

The type of advertising that is best for the tobacconist is the unceremonious variety that breezes into the attention of the reader and makes appeal to men of all ages and in all stations in life. Manufacturers are doing some good advertising along this vein, but there is a lack of co-operation among dealers, who leave most of the burden of advertising to the manufacturer.

Sometimes it is puzzling for the beginning advertiser to determine what mediums shall be used, and how much of the appropriation shall be set aside for each medium. A conservative appropriation runs from 2 per cent. to 5 per cent. of the gross business, divided among the various mediums selected. At least half of this should be devoted to newspaper advertising, chiefly because the tobacconist must appeal to men, and the newspaper is strictly a man's medium. One-fourth may be set aside for motion picture slides and billboards, and the other fourth for direct-mail and miscellaneous mediums.

Often the tobacconist in a location surrounded by many office buildings would do well to appropriate more than one-fourth of his advertising expense to direct-mail advertising. If he sells candy and cold drinks in addition to tobacco, he could well afford to get out some piece of advertising that will appeal to women workers as well as to men.

One progressive tobacconist who had a tiny stand in a large office building has a two-color blotter sent to each office every few months, reminding the occupants that he will deliver drinks, candy and tobacco at any hour of the day. A small negro boy is kept busy all day filling these office orders. About three o'clock every afternoon the boy also makes his rounds in the building with a large basket filled with cigars, cigarettes, tobacco, and various kinds of candy bars and packages. The blotter advertising has taught office workers that a small piece of candy helps to chase away the afternoon fatigue, and men who buy cigars and tobacco are regular customers for the "three o'clock bracer."

For newspaper advertising the tobacconist should seek to individualize his publicity by having some kind of plan behind it that will make each ad a link in a series. Especially in America tobacco is closely connected with history. An attractive series of ads could be built around bits of history.

An example:

In the Good Old Injun Days—

Before the white man had much to say over here in America—no big question of scalping or tomahawking was decided until a powwow was held and the big tobacco pipe passed from mouth to mouth.

We have pipes on hand now that any Injun chief would have offered much wampum to possess. And as for tobacco for the pipes—say! We have every favorite kind there is. Come in and look 'em over, boys.

Another:

Queen Elizabeth Smoked a Pipe.

A long-stemmed, black-bowled pipe, stuffed with the strongest kind of tobacco the Injuns produced. She and Sir Walter Raleigh hobnobbed over many a pipe, and history says she could outsmoke him.

And all that was in the days before tobacco curing was brought to a fine art. The young ladies of today still smoke, but the black pipes of Queen Elizabeth's day have been changed to delicately-flavored cigarettes. We have several varieties liked by women, as well as cigarette cases that look like vanities.

Another:

"Fire! Fire! Fire!" They Yelled—

And one of the Queen's Courtiers Doused Sir Walter Raleigh With a Bucket of Water.

He was smoking his first pipe since his return from America, where he had learned to smoke from the Indians. But Queen Elizabeth and her court thought he was on fire, thereby spoiling a pipeful of real Indian tobacco.

There's been a big change in tobacco since the old days. And the kind that we sell represents several hundred years of constant improvement. Sure, we sell all the popular brands.

Coming back to present times, another series of tobacco ads that are destined to make pipe-smoking popular would be punchful in this vein:

Good, Old Kentucky Natural Leaf—

The kind that a real smoker rubs critically between his fingers before stuffing it into his broad-bowled pipe. Ever buy it in a big, generous two-pound package that promises no end of real smokes?

We have a few packages on hand now for the old-timers who are still true to their pipes.

The tobacconist who uses small space for advertising should not attempt to feature more than one item in each insertion. As a rule, large space is not desirable for this type of advertising on account of the high cost. Small ads, measuring five or six inches over single or double column, are large enough for the tobacconist. Concentrating on one item awakens desire in the reader for that specific item, which is much better than generalized advertising. After the purchaser is in the store, a good salesman can often sell him articles that were not advertised, or clever display can do the selling unassisted by salesmen.

Wherever practicable, use "silent" salesmanship-show cards, advertising pieces, etc. Show cards containing some terse bit of sales talk often complete additional sales. Here is a reminder that helps to push candy sales, being lettered carefully on a showcard:

"Your Wife Likes Candy as Much as You Like Cigars."

Or:

"Don't Tell Your Wife You Love Her. Say It With Candy."

Strangely enough, tobacco advertising can use the health appeal, the appeal that advertising experts say is the strongest of all. It is a well-founded fact that tobacco preserves the teeth and kills germs in the mouth. In these days, when much publicity is being given to the deplorable early decay of teeth, caused chiefly by mushy foods of civilization and mouth germs, some well-directed advertising proclaiming the benefits to be derived from chewing tobacco ought to do much good. Not only does the habit exercise the teeth, but the tobacco is a mild yet efficient germicide. Since everybody longs for health and a ripe old age, any pleasant habit that is conducive to health is bound to be popular.

Tobacco advertisers who seek publicity for chewing tobacco usually illustrate copy with a husky laborer. Since many men in high stations of life chew in secret or otherwise, part of the advertising, at least, should be aimed at them. Chewing tobacco need not be an objectionable habit, and the right kind of advertising can almost glorify it. Think what a telling effect could be achieved by letting those who enjoy chewing know that Warren G. Harding was an inveterate tobacco chewer. Great numbers of other men whose names are in history, or will be in the history of the future, use chewing tobacco. Advertising like this will win over not only men who would chew if they could find some slight excuse for the habit, but also wives who object to their husband's chewing.

If advertising is to be done, do it regularly. The only spasmodic advertising that brings results is that which contains a special offer that must be taken advantage of in a limited time. If the tobacconist is offering a special price on some item, or if he will give a can of tobacco with every purchase of a pipe, a cigar cutter with every purchase of a box of cigars, or some other unusual offer, one or two advertisements will bring the desired results. But if he wishes to establish reputation and good will through advertising, it must be done consistently, every week in the year. It is much better to use small-space advertisements regularly than larger space only occasionally, at least for the retailer. Every now and then advertising men engage in friendly word battles over this question of large or small space, but it has never been disputed that the small dealer can best employ small space used often.

In displaying tobacco advertisements, give careful attention to mechanical details. Usually heavy type faces are best for this, with plenty of white space for contrast and to make reading easy.

Men buy tobacco solely for the pleasure it gives. For this reason any psychological effect that causes the reader to associate smoking with pleasure is good to use, as is evidenced by the very good advertising now being done by many of the larger tobacco manufacturers. Remember that the reasoning of nearly everyone leads him to conclude that life is so very short that he is warranted in getting as much pleasure and happiness from it as is possible.

In conclusion, it is well to warn advertisers not to expect immediate results from their first few advertisements. The effect of advertising, especially the kind which is not of the bargain sale variety, is cumulative. Each insertion has a part in beating down sales resistance. Advertising done this year will help to bring new customers next year. Since most tobacconists have about the same stock and the same service, smokers usually patronize the stand or store that is most interesting to them. Let advertising make your business interesting, and you will not have to worry much about competition.

"BETTER RETAILING" REVISED.

The booklet, "Better Retailing," which is full of helpful suggestions for the retailer in all branches of industry, compiled by The National Cash Register Company, of Dayton, Ohio, has been revised and is now ready for distribution to every retailer who will ask for it.

Over 100,000 copies of the earlier edition have been given gratis to merchants in all parts of the United States and these merchants report they have been greatly benefited by following the suggestions contained in this booklet.

MORE CIGARETTE SMOKERS

Tremendous Increase in Cigarettes Consumed in Last Decade. United States Uses Four Times as Many as Before the War. Cigar Smoking on Decline

The outstanding feature of the tobacco industry in the last decade has been the vast increase in cigarette consumption in all parts of the world, says T. L. Hughes, chief of the tobacco section of the Department of Commerce, in a report on the international trade in leaf and manufactured tobacco.

This trend, according to Mr. Hughes, developed during the war years and under a combination of circumstances has steadily gained momentum. The more general use of cigarettes by women in all countries has given a further impetus to this movement. The consumption of cigars, however, during this period, due chiefly to the curtailed purchasing power in many of the larger consuming countries, has registered a marked decline.

As an indication of the increased use of cigarettes it is pointed out that in the decade 1913-1923, consumption in the United States gained fourfold, increasing from 15,000,000,000 in 1913 to 63,000,000,000 in 1923; in Japan, threefold, from 7,000,000,000 to 23,000,000,000; and in Germany, almost twofold, from 12,000,000,000 to 23,000,000,000. Sweden consumed 275,000,000 cigarettes annually during the years 1911 to 1916, compared with about 825,000,000 in each year from 1916 to 1920. Belgium is now consuming 5,500,000,000 cigarettes annually; Austria, 4,000,000,000; Hungary, 3,200,000,000; and France, more than 4,750,000,000. The consumption of cigarettes in Denmark has increased from 139 per capita in 1913 to 264 per capita in 1922, or a total consumption of 950,000,000 in the latter year. The popularity of the cigarette in Italy is shown by the increase from 2,690,450,000 consumed in 1914 to 7,721,168,000 in 1922, or 187 per cent.

Strange as it may seem, the report states that the consumption of tobacco is probably influenced as little by the economic conditions or prosperity of a people as that noted in any commodity. Absence of prosperity among a people may cause a reversion from the use of the more expensive to the cheaper forms of tobacco. This is corroborated by the fact that although the United States is the richest nation per capita in the world it has not the largest per capita consumption of tobacco.

In recent years leaf tobacco alone has formed approximately 8 per cent. of all agricultural products exported from the United States being relatively of more importance than our export trade in meats. This country is by far the most important producer and exporter of tobacco, but strong competition has developed from a number of other countries, including the Dutch East Indies, Brazil and Greece.

The complete report "International Trade in Leaf and Manufactured Tobacco" contains ninety pages of text and two hundred pages of tabular matter, and gives a complete and authentic picture of world production and distribution of tobacco. The statistics, which have been compiled from original sources, cover all the primary producing areas. As far as possible these statistics have been converted to American units so as to facilitate comparison by the American merchant and producer.

Copies may be obtained by application to the Government Printing Office, Washington, D. C., or at any of the district offices of the Bureau of Foreign and Domestic Commerce. The price is thirty-five cents.

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE
Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."
Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO
MANUFACTURERS OF
CEDAR SAW — UNITED GRADE CIGAR BOXES — CEDAR PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. 4270 LEXINGTON ESTABLISHED 1873.
657-641 EAST 17 ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

CIGAR BOXES

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

FOREST HILL MIXTURE:—44,070. For tobacco. January 26, 1925. Louis Klein Cigar Co., Cleveland, Ohio.
ACME:—44,071. For stogies only. September 21, 1923. American Beauty Cigar Co., Toronto, Ohio.
ELERO:—44,074. For cigars. June 28, 1924. Pasbach-Voice Litho. Co., Brooklyn, N. Y.
NEIGHBORHOOD:—44,075. For cigars. December 30, 1924. P. J. Russell, Dorchester, Mass.
CUBA INDUSTRIAL:—44,077. For cigarettes. January 6, 1925. M. A. Andre, New York, N. Y.
ROSADINA:—44,079. For cigars. February 4, 1925. American Litho. Co., New York, N. Y. (Originally registered December 30, 1898, by Schumacher & Ettlinger, New York, N. Y., predecessors of American Litho. Co.)
MONTE-PAR:—44,080. For all tobacco products. February 4, 1925. American Litho. Co., New York, N. Y.
LA MONPARA:—44,081. For all tobacco products. February 4, 1925. American Litho. Co., New York, N. Y.
BANNER STAR:—44,083. For cigars and little cigars. January 10, 1925. Mr. David Melhado, New York, N. Y.
MYCOCO:—44,084. For cigars, cigarettes, cheroots, long cut and plug cut, smoking and fine cut chewing tobacco. February 6, 1925. Myers-Cox Co., Dubuque, Ia. (Originally registered for cigars, cigarettes and cheroots, February 26, 1895.)
FLOR DE CADILLAC:—44,085. For cigars. January 31, 1925. Fleck Cigar Co., Reading, Pa.
THE STANDARD EIGHT:—44,089. For all tobacco products. February 2, 1925. The Standard Cigar & Tobacco Co., Washington, D. C.
EMERALD:—44,090. For pipes. February 9, 1925. Wm. Demuth & Co., New York, N. Y.
JONATHAN CHILD, FIRST MAYOR OF ROCHESTER:—44,091. For all tobacco products. February 9, 1925. Steger & Schaefer, Rochester, N. Y.
BOATMEN'S BANK BUILDING:—44,092. For cigars, cigarettes and tobacco. February 7, 1925. Gradiaz, Annis & Co., Tampa, Fla.

TRANSFERS

ANTOINE DE LA MOTHE CADILLAC:—42,962 (Tobacco Merchants Association). For cigars. Registered January 4, 1923, by the American Box Supply Co., Detroit, Mich. Transferred to the Fleck Cigar Co., Reading, Pa., December 26, 1924.
SALESMEN'S CHOICE:—(Tobacco). For cigars, cigarettes. cheroots and smoking tobacco. Registered March 26, 1909, by J. D. Berkheimer, York, Pa. Transferred to F. X. Smith's Sons Co., McSherystown, September 4, 1924, and re-transferred to Salesmen's Grocery Corp., Buffalo, N. Y., January 7, 1925.
H. H. BEES:—44,064 (Tobacco Merchants Association). For all tobacco products. Registered January 21, 1925, by Meritas Commercial Co., New York, N. Y., and transferred to Aguado Hermanos, Manila, P. I., February 2, 1925.
ANTOINE CADILLAC:—39,365 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered October 4, 1915, by the American Litho. Co., New York, N. Y. Transferred to American Box Supply Co., Detroit, Mich., and re-transferred to Fleck Cigar Co., Reading, Pa., December 26, 1924.
ANTONIO CADILLAC:—20,410 (U. S. Tobacco Journal). For cigars. Registered October 5, 1898, by Schumacher & Ettlinger, New York, N. Y. Transferred to American Box Supply Co., Detroit, Mich., and re-transferred to Fleck Cigar Co., Reading, Pa., December 26, 1924.
CHIEF CADILLAC:—27,902 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered February 4, 1903, by F. M. Howell & Co., Elmira, N. Y. Through mesne transfers acquired by the American Box Supply Co., Detroit, Mich., and re-transferred to Fleck Cigar Co., Reading, Pa., December 26, 1924.
HERCO:—28,137 (Trade-Mark Record). For cigars. Registered March 14, 1903, by Petre, Schmidt & Bergmann, New York, N. Y. Transferred to Geo. Schlegel, Inc., New York, N. Y., January 26, 1925.
EL PROJECTO:—30,159 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered July 20, 1904, by Geo. Schlegel, New York, N. Y. Transferred to G. H. P. Cigar Co., Philadelphia, Pa., January 27, 1925.
DAILY HABIT:—6873 (Trade-Mark Record). For cigars. Registered May 14, 1890, by Geo. Schlegel, New York, N. Y. Transferred to Manchester Cigar Co., York, Pa., January 27, 1925.
LOVE DALE:—21,782 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered November 23, 1899, by the American Litho. Co., New York, N. Y. Transferred to Meritas Commercial Co., Inc., New York, N. Y., January 21, 1925.
MISS VIRGINIA:—44,050 (Tobacco Merchants Association of the United States). For cigars, cigarettes and tobacco. Registered December 19, 1924, by F. M. Howell & Co., Elmira, N. Y. Transferred to the Andrews Cigar Co., Petersburg, Va., January 29, 1925.

LIGGETT & MYERS DIVIDEND

Liggett & Myers Tobacco Company declared extra dividend of $1 on common and class B common. This is the first extra cash dividend to be paid by Liggett & Myers since 1919. Extras of 4 per cent. annually were paid from 1913 through 1919.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
After all nothing satisfies like a good cigar
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE SMOKING TOBACCO.

For six generations the art of cigar making has attracted the best Filipino workers in the Philippine Islands

There are no other industries at Manila requiring skilled hand labor that offers employment to large numbers of people. The cigar factories, therefore, have always the opportunity to obtain the brightest and the best young workers, and to train them in methods made famous by the Spanish Masters of the craft.

Quick and adaptable, possessing native skill and capable hands, the Filipino Worker is second to none in the World where patient and careful craftsmanship is required.

Manila cigars sold in the United States are hand-made, long-filled.

PRICE FOR PRICE MANILA CIGARS CHALLENGE COMPARISON

Manila Ad Agency

15 WILLIAM STREET, NEW YORK

Send for List of Agents and booklet.

'Phone Broad 1015

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U. S. Department of Agriculture

MARCH 1, 1925

VOLUME 45 No. 5

THE TOBACCO WORLD

Making Cigar Boxes is a simple process

Making Good Cigar Boxes is different

Making Good Cigar Boxes economically is an accomplishment

The L. & M. Box will convince you

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

This is our Sign at Atlantic City—It's 30 ft. high, 250 ft. long. It talks to Millions of People.

Four Years of Resultful Trade Paper Advertising
Two Years of Newspaper and Outdoor Advertising

ACTUALLY the best—wooden cigar boxes offered unusual opportunity for advertising exploitation.

The success of this past advertising is a matter of common knowledge.

Today wooden cigar box advertising has passed the point where its effect is solely upon cigar manufacturers.

Individual smokers look askance at cigars offered as of good quality unless they are in wooden boxes.

Like a pebble-started ripple in a quiet pool, wooden cigar box advertising effect has spread—each year carrying an inheritance from the advertising that has gone before—until like a great tidal wave the accumulated power is ready to sweep all opposition before it.

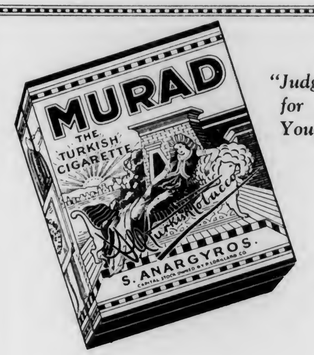
The day when consumers insist upon cigars in wooden boxes is at hand.

After all nothing satisfies like a good cigar

The Best Cigars are Packed in Wooden Boxes

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

"BEST OF THE BEST"
OPTIMO CIGARS
VERY MILD
Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

S. Anargyros Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

WAITT & BOND
Blackstone
CIGAR

Havana
Filler
Absolutely!

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

WANTED—POSITION AS CIGAR FACTORY SUPERINTENDENT—Twenty years' experience with some of the largest manufacturers; hand, mold or suction. Address John Gruber, 836 North Twentieth Street, Philadelphia, Pa.

SUPERINTENDENT—MAN WITH 25 YEARS' EXPERIENCE desires position as cigar factory superintendent with reliable manufacturer. Address Box No. 479, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 45 MARCH 1, 1925 No. 5

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Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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NATURAL BLOOM
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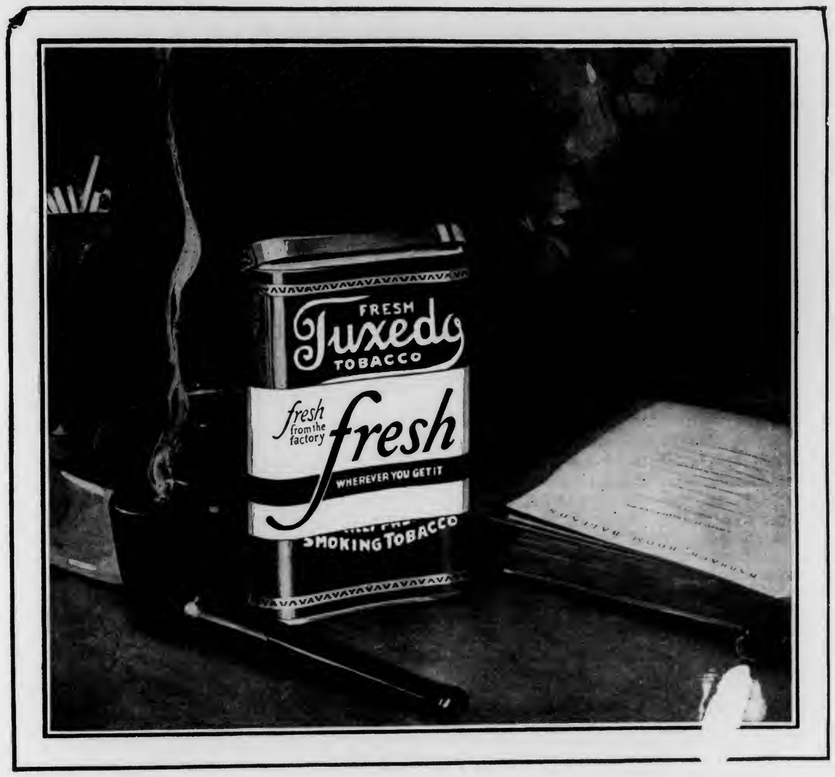

Quality created the demand—
demand made possible the price

FRESH Tuxedo TOBACCO NOW 12¢

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Volume 45

THE TOBACCO WORLD

Number 5

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MARCH 1, 1925 Foreign $3.50

EDITORIAL COMMENT

MUCH has been written and said and many arguments have been brought forth, about general trade conditions in all lines of business, but the outstanding feature of the trade situation in general is the increase in operating capacity and employment in the manufacturing districts.

In contrast to a 45 per cent. of capacity operation in July, 1924, the United States Steel Corporation recovered to 92 per cent. of capacity in January, 1925, with a showing of a large increase in the tonnage of unfilled orders.

This practically means full operating capacity as there are usually a few mills closed, more or less, at all times, for repairs, etc.

Increased operation naturally means larger payrolls and increased retail business in the factory districts.

In reference to the character of the present period of trade revival, some are of the opinion that it will not last long.

The argument is put forth that the grain farmer has used a great portion of the proceeds from the sale of his grain crops for the payment of old debts, and that the banks have judiciously called in all loans from the farmer, and therefore this money could not be used for the purchase of merchandise.

It is also argued that there is no great shortage of merchandise and there had been no long period of economy, on the part of the public in 1924.

In the year 1921 there was a long trade depression and warehouses were depleted of stocks, and the entire population was threadbare, and for that reason the trade revival in 1922 and 1923 had a solid basis, and this shortage of merchandise laid a foundation for a long period of activity in all manufacturing.

In comparison with this, the period of trade depression and public economy in the year 1924 was not so long, so the existing shortage can be made up in a short time.

While there may be some truth in these arguments, however, if the farmer has paid off his old liabilities, the banks in the grain belt are much stronger than they were several years ago, and these banks are now in a better condition to finance a period of increased trade activity.

The farmer, who, having paid off his old debts, instead of spending his profits for merchandise, is in a position to borrow more freely from the banks, and the banks are in a position to lend the farmer more freely, so that he can and will buy merchandise, both necessities and luxuries.

In reference to a real shortage of merchandise, the curtailment of manufacturing in 1924 was considerable, and did produce a substantial depletion of stocks, and old supplies of all kinds of merchandise were used up and it will take a great amount of buying for repairs, equipment and new material of all kinds to continue manufacturing.

As to public economies practiced in 1924, all salesmen will tell us that it was a period of "hand to mouth" buying.

Money has been plentiful and interest rates low, and as it has been a logical time for all corporations, firms, individuals and public utilities to borrow, many loans have been negotiated.

Abundant and easily borrowed capital has always been productive of liberal, if not extravagant buying of luxuries as well as necessities, and appreciably affects all lines of business.

The history of business and finance show us that when loanable funds reach a high level as they did in 1904, 1908, 1911 and 1922 there ensued a period of increased trade activity lasting from twelve to thirty months, and as loanable funds are now and have for a time been at a peak, it is reasonable to look for a prolonged period of business activity.

Mercantile activity as reflected in the amount of checks cashed, for the whole United States, showed an increase in January of about 12 per cent. over the business of January, 1924.

The writer, although not as great an optimist as the man who does his cross-word puzzles in ink, does feel that in the face of all of the above-mentioned conditions that we may look for a prolonged period of good business in cigar and all other tobacco products.

J. R.

PHILADELPHIA NEWS

The month of February in this section has been much above normal in weather conditions, and a striking contrast to the stormy and icy January we just had, and this spring-like weather is reflected in material increased sales experienced by the retail cigar merchants of this territory.

George B. Evans Drug Stores are giving prominent display to their "Mirabo" and "Evanita" brands of cigars.

John Middleton, 1211 Walnut Street, is featuring "Jelly Boy" London pipes and a specialty in an aluminum tobacco jar.

This stand also is enjoying a big sale on "Solitaire" triangulares cigars which go to the trade at three for a quarter.

J. G. Blanco & Company, Eleventh and Cuthbert Streets, are showing an attractive display of "La Saltiro" and "El Articulo" brands of their own manufacture.

Otto Eisenlohr & Brothers, 932 Market Street, have a window dressing showing the latest window display of "Webster" cigars, now going to the trade, and which is in evidence all over this territory, which is exceptional as to originality, as well as being artistic.

Godfrey S. Mahn Company, Thirteenth and Chestnut Streets, are making a drive on "G. S. M." invincibles at two for fifteen cents.

Yahn & McDonnell, Widener Building stand, has a special display of "El Toro" short smokes, packed in packages of ten. These little cigars are meeting with big favor with the trade.

Yahn & McDonnell, Adelphia Hotel stand, are receiving a good call for "Cortez" cigars and are featuring "El Toro" and "Benson and Hedges" cigarettes.

F. B. Vetterlein, Fifteenth and Market Streets, has among his best sellers "Aristocrat," ten cents straight; "Baron De Kalb," ten cents and upwards; "Mountain Rose," Porto Rican, five-cent blunts, and "Royal Club" favoritas at five cents straight.

M. J. Dalton Company, at their Eleventh Street store, have as their leaders the well-known "Lozano" and "Marie Antoinette" brands.

David L. Olster, Juniper and Sansom Streets, is having a big repeat business on "Mi Adelina," "Garcia & Vega" and "Mi Hogar" brands.

B. Spivak has recently located on Tenth Street above Walnut opposite the Jefferson Hospital, where he will feature all popular brands of cigars and tobacco products.

This is the same spot that "Nifty Ben," as he is known among the trade, was in business some years ago.

In connection with his cigar business, Mr. Spivak is installing a very elaborate soda fountain and lunch counter, and it is reported that one of his specialties will be Kosher ham sandwiches.

TOO LATE TO CLASSIFY

A CIGAR MAN WITH TWENTY YEARS' EXPERIENCE in manufacturing, wholesaling, retailing and selling, would like to hear from some first-class factory that desires a missionary worker. Am free to travel anywhere. Address: Box 480, "The Tobacco World."

BAYUK'S TO ERECT FINE NEW BUILDING

Bayuk Cigars, Incorporated, have recently purchased a tract of land at Ninth Street and Columbia Avenue, and work will start in the summer on the erection of a fine large factory building which will be the last word in cigar factories in this country, and probably in the world. When the new building is completed the executive offices of the company will be moved from their present quarters at Third and Spruce Streets to the new building, possibly to the top floor. Extensive plans are being made for the strictly sanitary manufacture of cigars as well as a comfortable and healthful building for the employees. The new building will make possible a production of 150,000,000 cigars annually under one roof. Nineteen hundred and twenty-four was a banner year in production for the company, and January, 1925, production far exceeded the same month last year.

A. E. PHARO

The many readers of THE TOBACCO WORLD will be very sorry to learn of the death of A. E. Pharo, editor of our Business Building Department. Mr. Pharo suffered a severe attack of grippe about three weeks ago, which finally affected his heart, and he passed away at his home in Haddonfield on Wednesday, February 18th. Funeral services were held from his late residence in Haddonfield, N. J., on Friday afternoon at 2 P. M. Many of our readers have received helpful suggestions from his articles, and his quaint style of writing made these articles particularly interesting reading.

LANDIS AND VANDEGRIFT IN SOUTH

Clarence Landis, of the H. H. Sheip Manufacturing Company, and Nelson M. Vandegrift, of Sheip & Vandegrift, Incorporated, left on Tuesday, February 17th, to attend the convention of The National Cigar Box Manufacturers' Association in Mobile, Ala. Mr. Landis was accompanied by his wife and daughter and will visit Tampa and other winter resorts in Florida before returning North. The party left Philadelphia in special cars, in which they will travel as far as Tampa.

CONGRESS COMPANY USING RADIO

Following the lead of other national advertisers, The Congress Cigar Company broadcast a program of entertainment on last Wednesday evening over radio station WCAU, Philadelphia, "The Sesqui-Centennial City of 1926." The program consisted of popular songs by the "La Palina Boys," and the applause cards will no doubt decide whether the programs will be continued or not.

RUSSELL JOINS ROIG & LANGSDORF

Ellis P. Russell has joined the forces of Roig & Langsdorf, Incorporated, and will take over the managing of the manufacturing end of the company. Mr. Russell comes to Roig & Langsdorf from the Industrial Leaf Tobacco Company, of New York, where he has been connected for a little over a year.

Tampa News

February 25, 1925.

AT the heighth of the winter season Tampa is experiencing an influx of visitors never before known in its history. The hotels and all other available sleeping quarters are crowded to capacity. St. Pete, across the bay, is just as badly off for accommodations.

Real estate development is being carried on, on a scale never before known on the west coast. Two years ago certain blocks in the city were given over to various mercantile enterprises. Today there are solid rows of real estate offices in their places. St. Pete is said to have 1800 licensed real estate operators which gives some idea of the west coast development.

The cigar business has not been more than normal so far this year, but we understand that March orders already on hand give promise of considerable impetus and the outlook is very bright for a big year.

Val Antuono is at present in Cuba but will return about March 1st. The "C. H. S." factory is running now at top speed with a greater production than ever before, and yet is unable to keep up with the increasing orders. Manager Fred Antuono is so busy that unless there is a let-up he threatens to lose weight.

R. H. (Dick) Bythiner, of E. Rosenwald & Brother, is quartered at the Hillsboro for a brief stay. Dick is a golf enthusiast and when completely garbed is one of the sporty figures about the town. Dick has covered considerable territory since he left New York, and reports that business prospects are bright.

The Wooden Cigar Box Boosters' Club and the National Cigar Box Manufacturers' Association closed their convention in Mobile on the twenty-first, and about seventy-five ladies and men arrived here on a special via the Atlantic Coast Line on Monday night, the twenty-third. They are quartered at the Tampa Bay Hotel and at the Bay View. To date they have seen but little of Tampa due to the splendid entertainment program prepared by the Tampa Box Company, Weidman, Fisher & Company, and J. W. Young & Company, the leading box manufacturers of this city. Messrs. Leiman, Weidman and Young have given their personal attention to the program and have accompanied the visitors on all of their trips. On Tuesday they were taken to St. Pete with a dinner at the Soreno, and on Tuesday evening another dinner was given at the El Pasaje. L. P. Dickie, of the Tampa Board of Trade, made the address of welcome. Wednesday the party was taken through the heart of the citrus belt as far as Haines City, where another dinner was served.

On Thursday about forty of the party sailed on the SS. "Cuba" for Havana, where they will spend about a week, returning via Key West and the east coast to their homes.

Frank Diaz, of V. Guerra, Diaz & Company, is here but threatens to leave town any day. He is undecided whether he will go to New York or Havana.

Mr. and Mrs. Angel Cuesta are out of the city for a few weeks. They are sojourning at Hot Springs, Ark.

Jerome Regensburg states that the factories of their firm are operating in a highly satisfactory condition with prospects of a greatly increased volume in the near future.

Smiling "Mannie" Perez, of Marcelino Perez & Company, is still in Tampa. He says the steady flow of orders is responsible for his sunny countenance.

H. L. Bush, the machine man, is working hard, and from all reports he has secured a number of converts to machine manufacturing.

TAMPA BAY.

N. Y. & TAMPA CIGAR COMPANY BOUGHT BY LEON SCHWAB AND FRED DAVIS

Tampa, Fla., February 26.

The New York and Tampa Cigar Company, building and brands, were sold yesterday to Fred A. Davis and Leon Schwab. Mr. Davis was until a short time ago president of the New York and Tampa Cigar Company, and Mr. Schwab was president of Schwab Brothers & Baer until a short time ago. More than $250,000 is said to be involved in the deal. Mr. Davis becomes president of the new company, which will be known as Schwab, Davis & Company, and Mr. Schwab is vice-president. John Levy, manager of the New York and Tampa Company, remains with the new company in the same capacity. The leading brand of the company is "Pancho Arango," and Mr. Schwab will start on the road immediately after new samples are ready. The New York and Tampa Company was a subsidiary of the Porto Rican American Tobacco Company, but it is understood the new company will operate entirely independent.

HAVE YOU SEEN THE GREEN DUDEEN?

The "Emerald" is the very appropriate name which William Demuth & Company have given to their new green pipe to retail at $1 each. And its a gem of a pipe, too!

The "Emerald" is a pipe that's a real winner—a briar seasoned and treated by a special process that gives it a beautiful green color and makes it the coolest, sweetest of smokes. We are told, too, that the same treatment which imparts the green color toughens the fibers of the briar root, insuring the bowls against cracking or burning through.

It's different and distinctive. Because of its color it literally advertises itself, and every smoker who sees one will want one. It's certain to be a nation-wide fad at first, and a sure, steady seller later on.

Wm. Demuth & Company, as is their policy, are making it easy for the dealer to display and feature the "Emerald" by providing a handsome, three-panel, lithographed card, FREE, with six popular shapes in assortment No. 10102. This card, appropriately designed in beautiful colors, is one of the finest pipe displays we have seen in a long time.

All in all, the trade has in this W. D. C. Green Duden a $1 pipe that will keep the retail pipe salesman on the jump keeping up with the demand, wherever it will be shown. Someone said in a jest: "It's green, and will bring in the greenbacks." *Many true words are spoken in jest.*

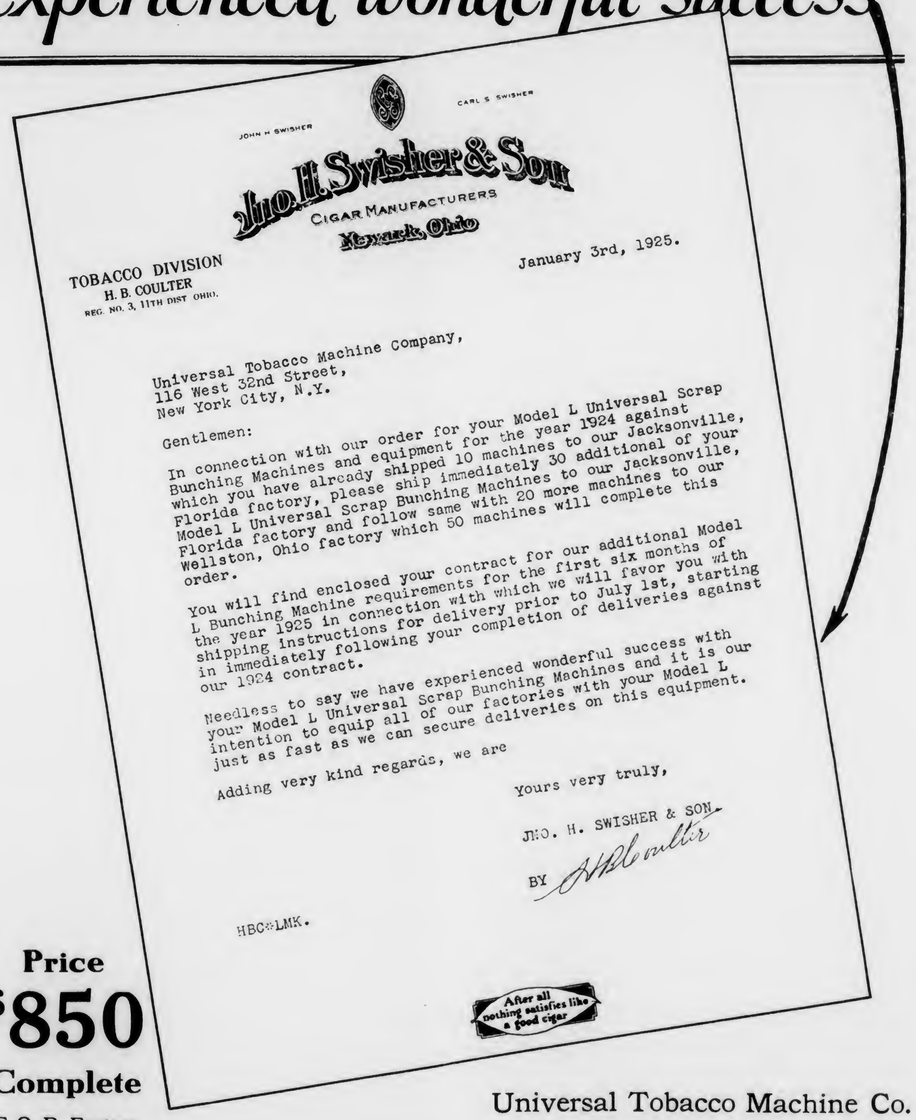
BROGAN VISITS THE SOUTH

Paul Brogan, president of the jobbing firm of Dusel, Goodloe & Company, North Seventh Street, is touring the manufacturing district of Florida. He will visit Tampa and Havana before returning to his desk. He is accompanied by A. Schetzline, of the same firm.

EISENLOHR DECLARES DIVIDEND

At the directors' meeting last week the regular quarterly dividend of 1¾ per cent. was declared on Otto Eisenlohr & Brothers' preferred stock.

"experienced wonderful success"


JOHN H SWISHER CARL S SWISHER

Jno. H. Swisher & Son
CIGAR MANUFACTURERS
Newark, Ohio

TOBACCO DIVISION
H. B. COULTER
REG. NO. 3, 11TH DIST. OHIO.

January 3rd, 1925.

Universal Tobacco Machine Company,
116 West 32nd Street,
New York City, N.Y.

Gentlemen:

In connection with our order for your Model L Universal Scrap Bunching Machines and equipment for the year 1924 against which you have already shipped 10 machines to our Jacksonville, Florida factory, please ship immediately 30 additional of your Model L Universal Scrap Bunching Machines to our Jacksonville, Florida factory and follow same with 20 more machines to our Wellston, Ohio factory which 50 machines will complete this order.

You will find enclosed your contract for our additional Model L Bunching Machine requirements for the first six months of the year 1925 in connection with which we will favor you with shipping instructions for delivery prior to July 1st, starting in immediately following your completion of deliveries against our 1924 contract.

Needless to say we have experienced wonderful success with your Model L Universal Scrap Bunching Machines and it is our intention to equip all of our factories with your Model L just as fast as we can secure deliveries on this equipment.

Adding very kind regards, we are

Yours very truly,

JNO. H. SWISHER & SON

BY

HBC*LMK.

After all nothing satisfies like a good cigar

Price
$850
Complete
F. O. B. Factory
Newark, N. J.

Universal Tobacco Machine Co.
116 West 32nd Street, New York
Factory, Newark, N. J.

DETROIT

Local Factories Report Business Very Good—Lamb Joins E. Popper & Company—New Pipe Makes Its Appearance—Doc Watkins Enjoying Vacation in Florida —Doc Rosebro a Visitor—"Optimo" Booster Has Wonderful Trip

DETROIT'S financial resources are approaching the billion mark, and nineteen hundred and twenty-five undoubtedly will see that figure attained, making an important epoch in this city's financial growth. General reports of all business throughout the city is very encouraging, practically speaking, the business men as a whole are very optimistic over the future, and look forward to a big business revival after the 4th of March.

Local cigar factories report business as being very good, many factories are working to full capacity, but there does not seem to be a shortage of merchandise. Retailers are complaining that business is a little off, but it is the same every January and February and a general checking up will show conditions to be about as usual.

Chas. E. Lamb, who formerly covered the downtown section of the city for Howes-Shoemaker Company, has resigned to accept a position with E. Popper & Company, New York. N. Y., manufacturers of "Popper's Ace" and "Popper's Eight-Center." Charles will boost the sale of the Popper brands in greater Detroit. THE TOBACCO WORLD extends to Charles their best wishes for success in his new position.

Irving Hahn, of R. Steinecke Company, Incorporated, New Yor, N. Y., manufacturers of the famous "Aresco," "Liederkranz Cabinet" and many other fast-selling brands, worked the trade here last week. Irving reports business as being very good with him all along the route covered this trip.

William B. McDonald, representing F. Garcia & Brothers, Incorporated, Tampa, Fla., manufacturers of clear Havana cigars, called on the trade here last week. William was looking his best and reported business as being very good with him throughout his territory.

New Pipe on the Market.—A new pipe has come on the market. It looks like a pickle cut in half and affixed to a bowl. Retailers say it is made from an Algerian gourd. As you smoke it, it turns red.

R. E. "Doc" Watkins, of the Watkins Cigar Stores Company, and Mrs. Watkins, left last week for St. Petersburg, Fla., where they will spend the month of February. While enjoying his vacation in the South, "Doc" will spend a few days in Tampa and Key West looking over conditions, and in all probability "Doc" will take a trip to Cuba to look over the wet market.

R. I. "Bob" Ellis, sales manager for San Martin & Leon, Tampa, Fla., spent last week here with his State representative, Fred Bailey, looking over conditions on the San Martin & Leon brand. "Bob" said he never felt better, and was walking the straight and narrow path, with nothing but orders on his mind.

Claude E. Turner, of Marcelino Perez & Company, Tampa, Fla., manufacturers of "Tuval" and "Redencion" cigars, called on the trade here last week. Claude reported business as being good and that his brands were showing an increase in sale in all sections of the country.

B. F. Pyle, representing John Wadlow, of Key West, Fla., manufacturer of "Thackeray" clear Havana cigars, was with us last week and headquartered at Bert Johnson's, sole distributor of the "Thackeray" brand on the Detroit market.

Sam Adler, western representative for E. Popper & Company, manufacturers of the famous "Ottina," "Popper's Ace" and numerous other fast-selling brands, has been with us for a few days looking over conditions. While here Sam makes his headquarters at Watkins Cigar Stores Company and Howes-Shoemaker Company, local distributors of the Popper brands.

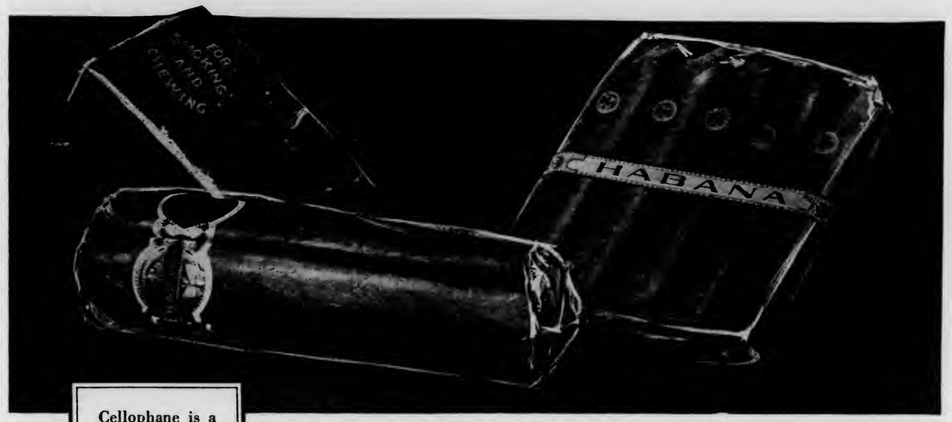
John T. Woodhouse, of John T. Woodhouse & Company, has returned from a business and pleasure trip to New York City and eastern points.

The "Ben Bey" sales staff under the direction of Mr. A. Ruhstrat (Nathan Elson Company) are meeting with great success in placing the "Ben Bey" cigar on the Detroit market. It is the plan of the company to conduct an advertising campaign within the near future. Stone's Smoke Shoppe, located at 119 West Fort Street, drew the first electric sign on the "Ben Bey" cigar, which is one of the most attractive electric signs in the city of Detroit. It is the plan of the Nathan Elson Company to place several hundred of these signs throughout the city.

W. W. "Doc" Rosebro, United States representative for the Rees-Mitchell Company, Greensboro, N. C., manufacturers of the "El Moro" and "Sun Beam" squares, called on the trade here last week. "Doc" reported business as being very good with him throughout the entire country. In every section of the country where his brands have been placed on sale he has had wonderful repeat business.

(Continued on page 15)

Stays clean—and looks it



Cellophane is a new and unusual wrapping material of absolute transparency; strong, durable and impervious to grease or dirt.

Your product is its own best advertisement! Wrapped attractively in absolutely transparent Cellophane, it can be placed under the very nose of the consumer, on open counters.

Every moment, the glossy Cellophane wrap is revealing the product instead of concealing it.

Cigars and plug tobacco keep fresh and display well, wrapped in Cellophane.

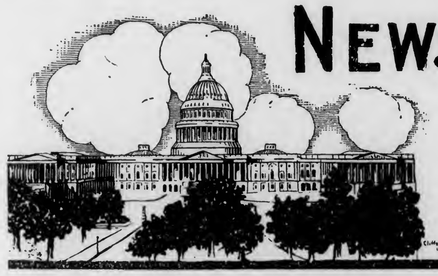
Let us send you samples, or show you how your products look with a Cellophane setting.

DU PONT CELLOPHANE CO., Inc.

Sales Offices:
40 West 40th Street, New York City
Plant and Executive Offices: **Buffalo, New York**

Canadian Agents:
WM. B. STEWART & SONS
64 Wellington St., W., Toronto, Canada

DUPONT CELLOPHANE



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Tariff Ruling

Wholesale quantities will hereafter be considered by the Treasury Department as the determining factor in appraising dutiable merchandise under the provisions of the McCumber-Fordney tariff law. It is believed that an order just issued by the department and contemplating this procedure was actuated by a desire on the part of Treasury officials to prevent any discrimination between retail and wholesale dealers by foreign manufacturers.

"The department's attention has been invited to the number of manufacturers in foreign countries whose practice it is to sell to wholesale dealers, who buy to resell to retailers, and to retail dealers, who buy to resell in small quantities to the consumer, both buying in lots of the usual wholesale quantities. In such cases the wholesale dealers are usually given discount from 10 to 15 per cent. greater than those given retailers," the department states.

"The department is of the opinion that Section 402 of the Tariff Act of 1922 contemplates wholesale quantities and that such quantities determine the market value. It is accordingly suggested that in the future, in appraising merchandise, the values to be returned corresponding to the prices paid by the retail dealers buying in wholesale quantities, giving to the importers their right of filing an appeal to reappraisement in accordance with Section 501 of the Tariff Act of 1922."

Questionnaire on Tax Revision Being Sent Out

A questionnaire designed to determine the viewpoint of American business men on the question of tax revision has been sent out by the United States Chamber of Commerce, the results of which will be placed before Congress next fall when the question of revenue revision is brought up.

The questionnaire asks for opinions on the three questions of whether the Federal Government should refrain from imposing estate or inheritance taxes; whether the estate tax now levied should be repealed; and whether there should be an organization of representatives of the State and Federal Governments to coordinate national and State systems of taxation.

The results of this questionnaire will determine the inclusion of these items in the Chamber's general taxation policy, which now calls for repeal of remaining war excise taxes and the raising of needed revenues through a sales tax; further readjustment of income surtaxes; the taxing of future issues of Federal obligations; prompt and conclusive settlement by the Government of tax liabilities; final decision of income tax due before payment is demanded; decentralization of administration; creation of a court of tax appeals, independent of the Treasury Department; exemption from taxation of incomes derived abroad by American citizens and not remitted to the United States; and repeal of the publicity provisions of the revenue law.

Report Made on Packing for Foreign Markets

Proper methods of packing tobacco and tobacco products for shipment to foreign countries so as to prevent pilferage and reduce damage, are discussed in "Packing for Foreign Markets," a comprehensive report prepared at the request of the House Committee on the merchant marine following an exhaustive investigation by John F. Keeley, of the Transportation Division of the Department of Commerce.

The report not only deals with the proper packing of tobacco and numerous other commodities, but also gives minute instructions, accompanied by diagrams, for the manufacture of packing cases, crates, barrels and other containers for foreign shipments and devices to prevent pilferage, and information as to regulations for export marking, customs charges and import regulations, foreign port and transportation facilities, marine insurance, etc.

The Transportation Division is now engaged in a similar study, covering proper packing for domestic shipment.

Anti-Bacs to Meet in Washington March 4

The anti-tobacco forces of the country will convene in Washington on March 4 for a two-day convention aimed at the suppression of tobacco in all forms. The movement is headed by Dr. Daniel H. Kress, of the Washington Sanitarium (Seventh Day Adventist), and Dr. Harvey W. Wiley, associate editor of *Good Housekeeping.*

An organization known as the National Anti-Tobacco Convention Program Committee is planning the meeting which, it is declared, will be widely attended. All uses of tobacco will be discussed and condemned, and that product will be elevated to the importance of the movies, which were the subject of a similar convention a month ago.

B. D. Hill Appointed to Succeed T. L. Hughes

Benjamin D. Hill, of Hopkinsville, Ky., has been appointed by Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce of the Department of Commerce, as tobacco specialist, to succeed T. L. Hughes, retired.

(Continued on page 14)

Philadelphia, Pa., March 1, 1925.

BAYUK CIGARS, INC.

To Our Customers:-

In 1923 only 12 manufacturers had a production of over 40,000,000 cigars.

If an average production on Bayuk's five brands were taken, **each** and **every** Bayuk Brand already exceeds 40,000,000 and then some!

Eighteen big factories operating today and one or two working on night shift!

Land has been purchased at 9th and Columbia Avenue, Philadelphia, Pa. and plans are now being drawn for the erection of a factory that will be the last word in cigar manufacturing efficiency—under one roof, a yearly capacity of 150,000,000 cigars.

1924 marked the best sales year in Bayuk's history.

January 1925 topped January 1924 by a wide margin.

BAYUK'S BUSINESS IS GOOD!

Bayuk's live distributors make our business good—for the part you are playing in this continual increase, many thanks.

Yours, to reach a billion,

BAYUK CIGARS INC.
PHILADELPHIA

-It's Ripe Tobacco!

News from Congress

(Continued from page 12)

Mr. Hill has been associated with the tobacco industry for over twenty-five years, having served as revenue statistician, assistant manager of warehouse corporations, sales executive and in other executive capacities.

CHRISTIE RETIRES FROM AMERICAN

Announcement has been made by the American Cigar Company of the retirement of R. E. Christie from active business association with that company. Mr. Christie was vice-president of the company as well as director of sales. He will be succeeded as director of sales by Gerson J. Brown, who has had a long experience in the field. Mr. Christie's decision to retire from active business life is the result of the advice of his physicians to the effect that he must have a complete rest following a serious operation which he underwent a short time ago. Mr. Christie has been with the American Cigar Company ever since the company was organized and carries the best wishes of his many friends and business associates for a complete and speedy recovery.

OUTLOOK BRIGHT FOR GEORGIA TOBACCO

Bainbridge, Ga., February 21.

Farmers who are planning on making bright leaf tobacco a new money crop in southwest Georgia are particularly elated over the prospects of a big market at Bainbridge this year. Hundreds of farmers in this section are interested in bright leaf tobacco culture this year whereas last year but very few took any interest in this farm crop. Farmers have besieged the board of trade for information regarding tobacco growth and that organization has expended a considerable sum of money in order to give these farmers first-hand information regarding it. The board of trade arranged for community plant beds in order to insure a plentiful supply of plants when planting season, the latter part of March, arrives. To date it is estimated that there will be enough plants in this section to plant twice the area contracted for.

E. M. Winge and F. S. Strickland, fluemakers of Alma, Ga., were visitors here this week. They were here conferring with Mr. Williams, of Bunn & Williams, warehousemen. Bunn & Williams expect to make flues for the farmers hereabouts and I. Kwilecki's Sons will also make a considerable number. The latter firm was engaged in the business last year.

Considerable competition has developed here over the location of the first bright leaf tobacco warehouse. Innumerable sites have been proposed for the warehouse and lately the question of location has narrowed down to sites offered by the A. C. L. and G. F. & A. railroads, both of which have offered excellent locations for the warehouse. It has been learned that a railroad location is preferable so far as the buyers' interests are concerned and the local committee in charge of the site selection has this phase of the matter under consideration.

HIGH SCHOOL GIRLS BAR SMOKING

At a meeting of the two upper classes of the West Philadelphia High School, held on Friday, February 20th, it was decided that there would be no more smoking of the high school girls, at least while they are in the school building. Some protests were registered but it was decided that girls found smoking in the school buildings were to be reported to the student body and the offenders will be immediately summoned and dealt with by the student government. Dr. Schoch, principal of the school, stated that he personally knew of no instance of girls smoking in the buildings, but he thought the matter could best be handled by the students themselves.

UNITED CIGAR STORES EARNINGS

United Cigar Stores Company net income of $6,696,700 after interest and Federal taxes for 1924 is equal after preferred dividends to $4.68 a share (par $25) on $34,113,137 common stock. Computed on basis of $100 par stock this would be equal to $18.74 a share, against $4,757,927 or $13.51 a share (par $100) on $32,865,348 common in 1923.

AMERICAN LITHO. ANNOUNCES OPENING OF NEW PLANT

The American Lithographic Company has just mailed the following announcement to the trade in reference to their new plant which has just been opened in Buffalo, N. Y., at Amherst Street near Elmwood Avenue:

"This modern factory, just completed, is a substantial addition to our main plant at 19th Street and Fourth Avenue, New York.

"A large battery of offset presses and complete finishing department have been installed, including a number of envelope making machines with a production capacity of 15 million envelopes per month. A substantial portion of the plant is also segregated for the production of Colorgraphic Transparencies.

"All activities are on one floor approximating 115,000 square feet. Paper and press rooms are laid out to yield maximum light and space, and are also equipped with air conditioning systems, all contributing to quality production.

"You are cordially invited to inspect the new plant. Mr. Hackford, our manager at Buffalo, will be glad to show you through."

Detroit News

(Continued from Page 10)

Eddie W. Klein, of the Cortez Cigar Company, manufacturers of the famous "Cortez" cigars, called on the trade here last week. Eddie was feeling only fair, as he has been somewhat on the sick list. He said after a little rest in the Windy City he would be able to take on all comers and write as large orders as ever.

Walter M. Woolfson, president of Eduardo Gonzalez & Company, Tampa, Fla., and Chicago, Ill., called on the trade here last week, reporting business as being very satisfactory all along the route covered.

Fred Suss, western representative for S. H. Furgatch y Ca., manufacturers of "Vega Del Rey," spent a few days here last week, looking over conditions regarding his brands. Fred was looking fine and dandy, saying he had a grand and glorious time during the holiday season, and that he is out to make 1925 his best and biggest year.

Benj. J. Straus, the "Optimo" booster of A. Santaella & Company, Tampa and New York, called on the trade here last week. Ben stated he was having a wonderful trip, both business and pleasure, as his old side-kick, Fred Suss, was rooming with him.

Herbert V. Mesick, Middle West representative for Cuesta, Rey & Company, Tampa, Fla., spent some time here last week, working the trade and conferring with his distributor, Chas. F. Becker Company.

Col. D. H. Moulsdale, sales manager and representing factory No. 1, of Sanchez & Haya Company, and Francisco Torre & Company, Tampa, Fla., who has been sojourning with us for the past ten days, left for the Windy City on Sunday. The Colonel was on his good behavior this trip and said he was keeping out of all mischief and attending strictly to business. The Colonel enjoys a big business here as his brands are listed among the leaders.

Arthur Hanauer, representing Kaufmann Brothers & Bondy, New York, N. Y., manufacturers of pipes and smokers' articles, worked the trade here last week. Arthur reported the pipe business as being very good, saying pipe smoking was on a steady increase in all sections of the country.

Since women now smoke as much or more than men, Paris designers have brought out a feminine smoking jacket. It is a tailored garment of black velvet, silk faced, cut much on the style of a man's dinner jacket.

Yours truly,

Mike of Detroit

DAWES OFF TO CAPITAL WITH DOZEN NEW PIPES

Chicago, February 28.

Fortified by a dozen new pipes, General Dawes, accompanied by Mrs. Dawes and their two adopted children, departed for Washington to be inaugurated Wednesday as Vice-President.

The underslung pipe is the General's constant companion. When Mrs. Dawes learned yesterday that the General had only four or five pipes, another dozen was ordered because he always wants a clean, fresh pipe.

Lexington
"It's a W D C"
WDC
TRADE MARK
The Corrugations
Collect the Cake
Retail at
$1.00
each
To show it is to sell it!
THE Lexington Pipe is a big seller because it has a big idea to sell it. The corrugations in the bowl collect the cake at the first smoke, insuring coolness and sweetness always.
The bowl is made of genuine French Briar root, beautifully grained and finished, and guaranteed not to crack or burn through. Flush mounted with solid rubber Drysmoke bit with sanitary, removable aluminum tube. All in all it's one of the best $1.00 pipes we know of.
This handsome three-panel display card is furnished FREE with 4 dozen popular styles in Assortment No. 1097. Put it to work now selling Lexington Pipes and making money for you. Order from your jobber today. If your jobber cannot supply you, write us direct giving your jobber's name.
Lexington
The Corrugations Collect the Cake
Wm. DEMUTH & CO.
World's Largest Manufacturers of Fine Pipes
230 FIFTH AVE., NEW YORK

CIGARS DECLINE IN JANUARY

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of January, 1925, and are issued by the bureau. (Figures for January, 1925, are subject to revision until published in the annual report.)

Products	*January, 1924*	*January, 1925*
Cigars (large)		
Class A .....No.	201,469,597	197,586,657
Class B .....No.	106,264,824	88,911,063
Class C .....No.	186,325,241	176,578,609
Class D .....No.	8,134,814	9,471,502
Class E .....No.	1,829,333	2,255,223
Total .....No.	504,023,809	474,803,054
Cigars (small) .....No.	49,141,800	36,497,640
Cigarettes (large) .....No.	1,806,189	2,035,033
Cigarettes (small) .....No.	6,256,783,973	6,652,474,506
Snuff, manufactured ...lbs.	3,973,679	3,403,890
Tobacco, manufactured lbs.	34,217,046	32,053,505

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of January:

Products	*January, 1924*	*January, 1925*
Cigars (large)		
Class A .....No.	5,010,300	4,991,390
Class B .....No.	891,450	1,107,230
Class C .....No.	1,900,120	4,563,700
Class D .....No.	13,100	3,125
Total .....No.	7,814,970	10,665,445
Cigars (small) .....No.		1,000,000
Cigarettes (large) .....No.	197,500	
Cigarettes (small) .....No.	41,200	40,000

Tax-paid products from the Philippine Islands for the month of January.

Products	*January, 1924*	*January, 1925*
Cigars (large)		
Class A .....No.	12,602,895	13,280,875
Class B .....No.	359,640	181,585
Class C .....No.	188,238	68,767
Class D .....No.	800	50
Class E .....No.	31	101
Total .....No.	13,151,604	13,531,378
Cigarettes (small) .....No.	16,053	151,370
Tobacco, manufactured..lbs.	11	15

NOTE: Quantities of tax-paid products shown in above statement are indicated by stamp sales for the month.

WILL CONTINUE WITH BURLEY TOBACCO GROWERS

J. Sherman Porter was reappointed director of publicity of the Burley Tobacco Growers' Co-operative Association, and editor of the *Burley Tobacco Grower*, official publication of that organization, at a recent meeting at Lexington, Ky., of the association.

DRASTIC TAX MEASURE IN TEXAS KILLED

In announcing that the proposed tax levy on cigars, cigarettes and tobacco in the State of Texas, recommended by the Governor, has been defeated, Managing Director Charles Dushkind, of the Tobacco Merchants Association, said that this is the second time that such tax levy has been attempted in the State of Texas.

The present bill, said Mr. Dushkind, not only provided for a heavy sales tax upon cigars and cigarettes, but it contained restrictive provisions which would have been almost impossible to carry out.

Under this bill both jobbers and retailers would have been required to:

GIVE A BOND of at least $500 for doing business, otherwise there is a penalty of a fine of $25 to $100 or imprisonment for not more than three months;

FILE A DETAILED INVENTORY of stock on hand on the first day of each year or at the time of commencing or concluding business if before or after January 1st;

KEEP A DAILY RECORD of the number of cigars and cigarettes received. Penalty, fine $25 to $1000, or imprisonment for not more than six months;

FURNISH AN ABSTRACT of said *daily record under oath* to the State Treasurer before the tenth of each month. Penalty, fine of not less than $100 or imprisonment for not less than six months nor more than two years.

Some of the other provisions:

STAMPS CAN ONLY BE PURCHASED by those who have filed bonds or qualified under this act, upon written application therefor to the State Treasurer, which would mean that a dealer needing stamps would have to send his application with check to the State Treasurer and wait until he receives the stamps by mail, in the meantime perhaps being without stamps and without business.

IT IS UNLAWFUL TO RECEIVE or be in possession of any cigars or cigarettes upon which the tax stamps prescribed by the act have not been affixed. Penalty, fine not more than $25 or imprisonment for not less than thirty days.

TRANSPORTATION OF UNSTAMPED GOODS from one dealer to another (as for instance a jobber making deliveries to a retailer), can only be made through a *common carrier*. (Section 14.)

AND, PEACE OFFICERS ARE EMPOWERED and it is made their duty to enter the premises of dealers in and manufacturers of cigars and cigarettes and make such inspections as may be necessary for the effective enforcement of the act.

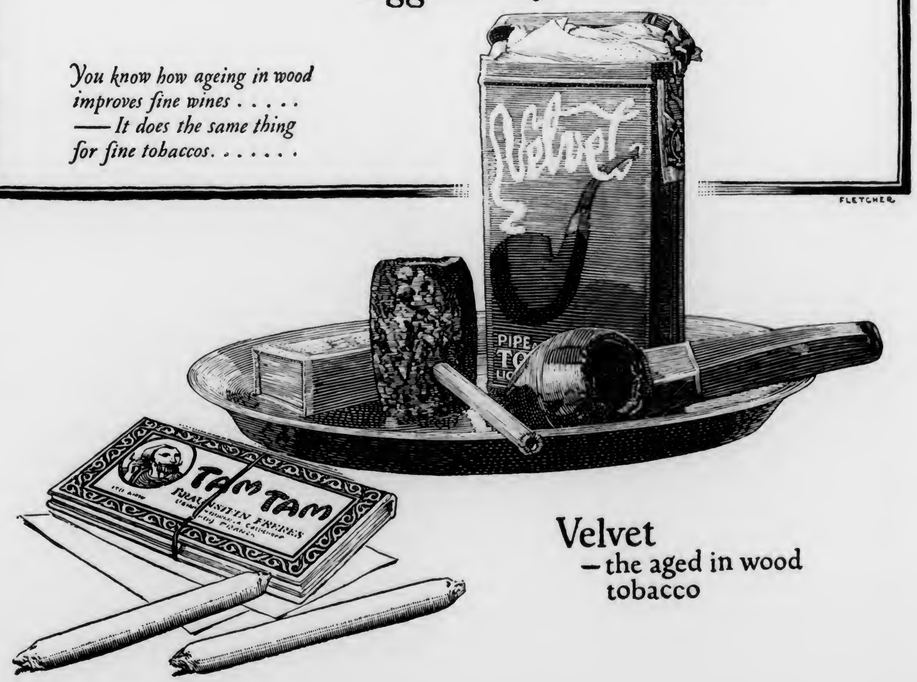
At the same time, Mr. Dushkind announced that a tax bill levying sales taxes on cigars, cigarettes and tobacco in Oklahoma has been acted upon adversely by the committee in charge, which practically ends the bill; and also that a new bill in South Dakota imposing a tax of from $2 to $25 per thousand on cigars, and from one cent to five cents per package on tobacco, in addition to the existing tax on cigarettes passed last year, has been amended, eliminating both cigars and tobacco therefrom.

Speaking of anti-tobacco legislation, Mr. Dushkind said that it is clearly apparent that by the time the present legislative season will be over there will not be a single State in the Union with a prohibition law on its statute books. Of the only two States still having such prohibition laws, to wit, North Dakota and Kansas, a repeal bill has already been passed by both houses in North Dakota.

In all our experience we have found nothing that equals AGEING IN WOOD to ripen and sweeten tobacco for smoking. . . . . .

Liggett & Myers Tobacco Co.

You know how ageing in wood improves fine wines . . . . . —It does the same thing for fine tobaccos. . . . . .



Velvet
—the aged in wood tobacco

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

NIC. ALTHAUS CO
MANUFACTURERS OF HIGH GRADE CIGAR BOXES
CEDAR SAW — HAND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. 4270 LEXINGTON ESTABLISHED 1875.
637-641 EAST 17 ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CHARLES JAY LANE:—44,093. For all tobacco products. February 10, 1925. American Litho. Co., New York, N. Y.

CHARLEY LANE:—44,094. For all tobacco products. February 10, 1925. American Litho. Co., New York, N. Y.

ZAVONAK:—44,096. For all tobacco products. February 9, 1925. Geo. Schlegel, Inc., New York, N. Y.

HAROVEZ:—44,097. For all tobacco products. February 9, 1925. Geo. Schlegel, Inc., New York, N. Y.

PEPPY-NUT:—44,098. For cigars. February 18, 1925. Wm. S. Swift, Hellam, Pa.

GRAVESON:—44,099. For cigars only. February 13, 1925. Nic. Althaus Co., New York, N. Y.

GREENBRIER:—44,100. For smoking pipes. February 13, 1925. Reiss-Premier Pipe Co., New York, N. Y.

JENNINGS LTD.:—44,101. For cigarettes and tobacco. February 13, 1925. A. Coulapides, Inc., New York, N. Y.

DAISY DAW:—44,105. For cigars, cigarettes and tobacco. February 19, 1925. F. M. Howell & Co., Elmira, N. Y.

JUDITH JOY:—44,106. For cigars, cigarettes and tobacco. February 19, 1925. F. M. Howell & Co., Elmira, N. Y.

DORA ANN:—44,107. For cigars, cigarettes and tobacco. February 19, 1925. F. M. Howell & Co., Elmira, N. Y.

IAMAPAS:—44,108. For cigars. February 20, 1925. G. A. Strobeck, Red Lion, Pa.

FLOYD COLLINS:—44,110. For cigars. February 20, 1925. N. O. Swift Cigar Co., Hellam, Pa.

SAND CAVE:—44,111. For cigars. February 20, 1925. N. O. Swift Cigar Co., Hellam, Pa.

EARL'S PLAIN CHEWING TOBACCO. For chewing and smoking tobacco. February 19, 1925. Wm. L. Diffenderfer, Lancaster, Pa.

TRANSFERS

SCAJAQUADA:—42,774 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered August 8, 1922, by F. M. Howell & Co., Elmira, N. Y. Transferred to Leon M. Mikolajczak, Buffalo, N. Y., September 5, 1922, and re-transferred to Sam Perry, Buffalo, N. Y., February 13, 1925.

LOBELIA:—11,815 (Trade-Mark Record). For cigars. Registered June 1, 1892, by L. C. Wagner & Co., New York, N. Y., and through mesne transfers acquired by Mi Favorita Cigar Co., Inc., New York, N. Y. Also **109,115** (U. S. Patent Office). For cigars, cheroots, little cigars, cigarettes and manufactured tobacco. Registered March 21, 1916, by Mi Favorita Cigar Co., Inc., New York, N. Y. Transferred to American Litho. Co., New York, February 4, 1925.

VAN RAALTE:—42,278 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered September 26, 1921, by Joseph Van Raalte, St. Louis, Mo. Transferred to Covington-Silverstein Cigar Co., St. Louis, Mo., February 9, 1925.

GRAVESON:—44,099 (Tobacco Merchants Association). For cigars only. Registered February 13, 1925, by Nic. Althaus Co., New York, N. Y. Transferred to F. D. Grave & Son, New Haven, Conn., February 19, 1925.

NATIONAL SEAL:—43,953 (Tobacco Merchants Association). For cigars. Registered September 25, 1924, by C. M. Ehehalt, Red Lion, Pa. Transferred to Super—5—Cigar Co., Red Lion, Pa., February 4, 1925.

CORRECTED PUBLICATION

NABORHOOD:—44,075. For cigars. Registered December 30, 1924, by P. J. Russell, Dorchester, Mass.

TOBACCO PRODUCTS EARNINGS

Tobacco Products is understood to have earned around $9 a share on common against $1.35 a share in 1923. United Cigar Stores is believed to have had a record year in 1924 and is expected to show net earnings of around $6,000,000 after charges and taxes against $4,755,972 in 1923 and $4,359,806 in 1922. Tobacco Products Company held about 90 per cent. of the common stock of United Cigar Stores at beginning of 1924. This amounted to about 1,200,000 shares of $25 par paying dividends of $2 annually in cash and 5 per cent. in common stock. At present price for United common annual dividend is equivalent to about $5.75 a share.

WANT LOWER CIGAR TAXES

Hartford, Conn.

The New England Tobacco Growers' Association recently adopted resolutions asking Congress to reduce the internal revenue tax on cigars. Speakers declared the tobacco industry in New England is endangered by high taxes.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co. 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE SMOKING TOBACCO

For six generations the art of cigar making has attracted the best Filipino workers in the Philippine Islands

There are no other industries at Manila requiring skilled hand labor that offers employment to large numbers of people. The cigar factories, therefore, have always the opportunity to obtain the brightest and the best young workers, and to train them in methods made famous by the Spanish Masters of the craft.

Quick and adaptable, possessing native skill and capable hands, the Filipino Worker is second to none in the World where patient and careful craftsmanship is required.

Manila cigars sold in the United States are hand-made, long-filled.

PRICE FOR PRICE MANILA CIGARS CHALLENGE COMPARISON

Manila Ad Agency

Send for List of Agents and booklet.

15 WILLIAM STREET, NEW YORK

'Phone Broad 1015

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U. S. Department of Agriculture

MARCH 15, 1925

VOLUME 45 No. 6

THE TOBACCO WORLD

Making Cigar Boxes is a simple process

Making Good Cigar Boxes is different

Making Good Cigar Boxes economically is an accomplishment

The L. & M. Box will convince you

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

This is our Sign at Atlantic City—It's 30 ft. high, 250 ft. long. It talks to Millions of People.

Four Years of Resultful Trade Paper Advertising
Two Years of Newspaper and Outdoor Advertising

ACTUALLY the best—wooden cigar boxes offered unusual opportunity for advertising exploitation.

The success of this past advertising is a matter of common knowledge.

Today wooden cigar box advertising has passed the point where its effect is solely upon cigar manufacturers.

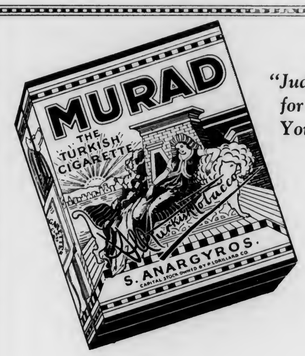
Individual smokers look askance at cigars offered as of good quality unless they are in wooden boxes.

Like a pebble-started ripple in a quiet pool, wooden cigar box advertising effect has spread—each year carrying an inheritance from the advertising that has gone before—until like a great tidal wave the accumulated power is ready to sweep all opposition before it.

The day when consumers insist upon cigars in wooden boxes is at hand.

After all nothing satisfies like a good cigar

The Best Cigars are Packed in Wooden Boxes



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

made good

WITH MAN AFTER MAN

The fastest way to win good will is to push

LA PALINA
CIGAR

CONGRESS CIGAR COMPANY, Philadelphia

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.
WINDSOR After all nothing satisfies like a good cigar PENNA.

WAITT & BOND

Blackstone
CIGAR

Havana

Filler

Absolutely!

Wolverine
CIGAR MACHINES

BUNCH BREAKERS
CIGAR PACKERS
BUNDLE PACKERS
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The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

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HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO CIGARS
VERY MILD
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

RETAIL STORE MANAGER, WHO HAS ALSO BEEN Jobber's Representative, desires position. Has had six years' experience and is at present employed in Philadelphia, but would change residence if necessary. Best of references. Address Box No. 477, care of "The Tobacco World."

POSITION AS SUCTION FOREMAN WANTED BY MAN thoroughly experienced in Suction Work. Twenty years' experience in the largest factories in the country. Box No. 471, "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 45 MARCH 15, 1925 No. 6

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY

May we introduce
Herbert Tareyton
to those who have not already had the pleasure

Tareytons are a quarter again

"There's Something about them you'll like

Volume 45

THE TOBACCO WORLD

Number 6

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MARCH 15, 1925 Foreign $3.50

CUBA AGAIN SEEKS UNITED STATES PARCEL POST PRIVILEGES FOR CIGARS

What appears to be a clear indication that the Cuban Government is again to make an effort to secure the removal of the existing embargo against the importation of cigars in less than 3000 in a single package may be found in a joker added in the new parcel post convention between the United States and Cuba, which provides that this convention is to remain in force for fourteen (14) months from July 1, 1925, unless in the meantime the Congress of the United States removes the embargo against the importation of cigars in quantities of less than 3000 in a single package.

It will be recalled that a similar proposal was submitted to the Congress in 1916, forming Section 58 of the then revenue bill, and again in 1921 by a separate bill known as H. R. 7293, and that on both occasions these proposals found their way in the Ways and Means Committee, upon recommendation of the Post Office Department, at the urgent request of the Cuban Government. In both instances the proposals were promptly and justly killed.

It appears that lately The American Bankers Association has interested itself in the negotiations between the United States and the Cuban Governments for a new parcel post convention and particularly in the same old question of transportation of cigars by parcel post. And the T. M. A. was requested to state the reasons why American cigar manufacturers are objecting to such arrangement. Accordingly the T. M. A. promptly advised The American Bankers Association of the serious objections on the part of the American cigar industry to the transportation of cigars by parcel post, with the result that The American Bankers Association decided to do nothing further in this matter.

And now this joker in the new treaty which is an indication that another effort will be made before the coming Congress to remove the existing restriction.

The T. M. A. has already placed itself in communication with Postmaster General New, as well as with Cuban representatives, with a view to heading off this new movement.

NEW OREGON TAX BILL FOR TOBACCO

According to the new tax bill just passed by the Oregon legislature, a state tax of one cent on every ten cents (selling price) or fraction thereof must be paid on cigarettes, snuff, and smoking tobacco. Cigars and chewing tobacco somehow escaped. However, it is doubtful if this will increase the sale of cigars, or decrease the sales of cigarettes throughout the State.

NEXT YEAR'S TOBACCO SHOW ENDORSED BY MANUFACTURER, JOBBER AND RETAILER

Allied Tobacco Exhibitors Assn.,
Suite 334, Hotel McAlpin,
New York, N. Y.

Attention Mr. Asa Lemlein, Business Manager

Dear Sir:

We believe that the International Tobacco and Allied Industries Exposition being held each year should be supported by all manufacturers.

The jobber visiting the Exposition is amply compensated for his time and trouble by the many beautiful exhibits by the manufacturers. The knowledge and information gained accrues greatly to his advantage and puts more "Pep" into the business for the coming year.

We are distributors for the following firms:

Kraus & Co., Baltimore Md., "La Teresa";
J. Klorfein, New York, N. Y., "Garcia Grande";
Max Schwarz, New York, N. Y., "La Primadora."

We beg to remain,

Yours very truly,

THE RAUBITSCHEK COMPANY, INC.,
(Sgd.) J. Raubitschek,
President.

Allied Tobacco Exhibitors Assn.,
Suite 334, Hotel McAlpin,
New York City.

Gentlemen:

We herewith acknowledge receipt of your communication of February 18th, regarding space contracted for at the 1926 Exposition, contents of which meets with our entire approval.

You ask how we were satisfied with the recent Tobacco Show. In reply, may we state that our signing up for the 1926 exhibit is ample proof of our satisfaction. In fact, it was an excellent medium of renewing old friendships amongst the trade and resulted in the acquisition of new customers.

We feel that the Tobacco Show is beyond the experimental stage and the coming one will be the beginning of a new era where our yearly Tobacco Exposition will be an institution, and to that end your management deserves the fullest support of the tobacco trade.

With best wishes for your success, we are

Very truly yours,

CARL UPPMANN, INC.,
(Sgd.) A. Reichert,
Secretary and Treasurer.

"PALINA" CIGARETTE SOON TO APPEAR

Persistent rumors among the trade that the Congress Cigar Company, would soon open a cigarette factory, have been confirmed and announcement has been made that The Congress Tobacco Company, has opened a factory in Brooklyn and the "Palina" cigarette will soon make its appearance on the market. The executives of the new company will be practically the same as The Congress Cigar Company, and the executive offices will be maintained in Philadelphia, at 3d and Spruce Streets.

NOLAN BUYS "REY OMA" AND "DEPENDO"

The Associated Cigar Manufacturers have sold the titles "Rey Oma" and "Dependo" to C. A. Nolan, of Sellersville, Pa., and the brands will be continued by Mr. Nolan and distributed through the same jobbers as formerly. Mr. Nolan is a cigar manufacturer of experience and has been the manufacturer of the "Rosa Aroma" for several years.

BAYUK EARNINGS

Bayuk Cigars, Incorporated, report earnings for the year 1924 of $862,284, which is equivalent to $8.28 per share after payment of preferred dividends. This is a trifle below the 1923 earnings of $902,332. Gross earnings for the year were approximately the same as for 1923, or $2,225,991. The surplus account was increased $635,947 over 1923.

A. B. WILSON DIES

A. Boyd Wilson, who was connected with P. C. Fulweiler & Brother, for a number of years passed away at his farm in New Jersey a short time ago. He was seventy-four years of age, and retired from the cigar business about five years ago.

JACOBY A VISITOR

Jack Jacoby, of the leaf tobacco firm of Meyer & Mendelsohn, New York City, spent a few days in Philadelphia last week visiting the trade.

ZIFFERBLATT VISITS WATER STREET

George Zifferblatt, manufacturer of the "Madame Butterfly" paid a visit to the Water Street leaf market, New York City, last week.

DAVIS RETURNS FROM TRIP

M. A. Davis, manager of the branch factory of the King Perfecto Cigar Company, at 9 Bank Street, has returned from a business trip to Hartford, Conn., headquarters of the firm. He reports business on the "King Perfecto" is very satisfactory in that section and the company is now placing the brand in the Philadelphia market. It has already made its appearance in some of the chain drug stores and other retail stores on Market Street.

"SAFETY PIPE" IMPROVED

The popular "Safety Pipe" which made its appearance on the market a short time ago, has added an improvement to its construction. The pipe has been fitted with threads so that the two parts may now be screwed together instead of being merely pushed together as formerly. This pipe is meeting with approval in the trade and it has been necessary for the Safety Pipe Company to enlarge their quarters to care for the increase in business.

HIRSCHHORN SAILS FOR AMSTERDAM

Fred Hirschhorn, president of the General Cigar Company, sailed on last Saturday for Amsterdam where he will attend the spring Sumatra inscriptions. The General Cigar Company is one of the largest Sumatra users in the world and Mr. Hirschhorn is a very important buyer at the annual inscriptions.

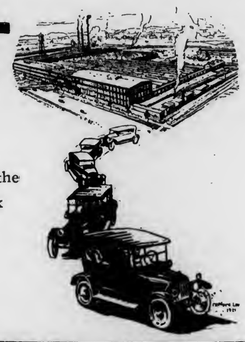
JOE BLUM TO WED MISS HOLLANDER

Joseph Blum, son of Harry Blum, manufacturer of the well known "Natural Bloom" cigar, will wed Miss Lucille Hollander, on April 5th. The wedding will take place at the Biltmore Hotel, in New York City. Joe has been connected with his father's manufacturing business for several years. Following the wedding the happy couple will leave for a honeymoon trip to California.

OLLENDORF NOW SALES MANAGER

J. J. Ollendorf, well known throughout the trade as an able cigar salesman, has been made sales manager of the cigar department of the Park & Tilford Company. Ten new salesmen have recently been added to the force, making sixteen men in all under the able guidance of "Joe."

DETROIT



Detroit Holds Position as Fourth Exporting Port for the Year 1924 Despite Conditions—Doc Rosebro and Frank Meyers Visit Detroit Trade; Expect to Take on Candy Line—Bernard Schwartz Plant Nearing Completion

Detroit, Mich., March 10, 1925.

DESPITE a falling off in its total exports for the year, Detroit maintained in the calendar year of 1924 its former position as the fourth exporting port of the United States. It ranks next to New York in the northern cities. Galveston and New Orleans being second and third respectively in the table of the year's totals. Figures announced last week by the commerce department show that Detroit's exports totaled in 1924, $195,902,382, compared with a total of $226,590,488 in 1923. New York's 1924 total was $1,657,635,321; Galveston, $579,509,517, and New Orleans $411,509,517. Detroit's import totals also declined during the year of 1924, dropping to $81,464,342 from the 1923 total of $90,019,368.

A. B. Adair, of the General Cigar Company, was a recent visitor to the city of Detroit, looking over conditions, of his company's brands. The local branch have been conducting a window poster campaign on the panetella size, which has proved very effective and shown a decided increase in sale on this size.

Sam Adler, western representative for E. Popper & Company, New York, N. Y., manufacturers of the famous "Ottina," "Popper's Ace" and several other fast selling brands, was in the city last week. Sam reports business as being very good with him on his many brands.

Val G. Keough, of the Preferred Havana Tobacco Company, Tampa, Fla., and of "Henry The Fourth" fame, made a survey of the business conditions here last week. Val reports the sale on "Henry The Fourth" to be showing some real speed in sections of the country. James Seraph Company, local distributors are meeting with fine success on the brand in the Detroit market.

One of the freaks of the earthquake was its effect on a man in a blind pig, he says he will never forget the experience. He was asked to have a drink and the earthquake shook his head 'No.'"

W. W. "Doc" Rosebro and Frank W. Meyers, of the firm of Rosebro & Meyers, were visitors to Detroit last week. The new firm will conduct a general sales agency business, selling lines especially suited for the cigar trade. Among the line that will be carried by the firm are "El Moro Squares" (Rees-Mitchell Cigar Company, Greensboro, N. C.), "Hilian Specials" of C. H. Hilbert & Company, New York; Diamond brand ginger ale and mineral water, and they expect to announce a candy line within the near future.

E. P. Oakes, general representative of E. H. Gato & Company, Key West, Fla., was with us for a few days last week. Fred reports business as being good with him and that he is looking forward for a big year's business for 1925.

Irving J. Hahn, of R. Steinecke Company, Incorporated, New York City, N. Y., worked the trade here last week. Irving was looking his best and said he felt in the pink of condition. Business being very good all along the route covered.

Frank O. Patton, of Gonzalez & Sanchez, Jacksonville, Fla., gave us the once over last week. While here Frank made his headquarters at Marcero, Bump & Howell Company, his local distributors.

Eddie W. Marlin, representing V. Guerra, Diaz & Company, Tampa, Fla., manufacturers of the famous "La Mega" Havana cigars, was with us for a few days last week. Eddie reported business as being very good all along the route covered this trip.

The new plant of the Bernard Schwartz Cigar Corporation, located on the east side of the city, is near completion and the company expects to open up and get under way by May 1st. The grand opening will be held at a later date, when it will be thrown open for the public inspection.

Frank M. Lopez, representing Garcia & Vega, Tampa, Fla., called on the trade here last week.

Two armed thugs held up the Wolverine Cigar Company, 2540 Pine Street, on Saturday last in a bold daylight robbery, taking money from the members of the firm and salesmen and rifling the cash register. They made their escape, in the usual manner, via automobile. After a thorough checking up, it was found the artists had cleaned up nearly $1000, for their day's work.

Steve Herz, of D. Emil Klein Company, Incorporated, New York, N. Y., called on the trade here last week. Steve enjoys a fine business in Detroit, with the clubs and leading retailers.

Louis Norman, representing Langfield & Steele, Detroit, Mich., manufacturers of the famous "Heinegabubelers" cigars, reports he is having splendid success with his brands, the majority of the leading stores are giving this brand some wonderful support.

L. F. Weiss, of New York City, N. Y., signed the Tobacco World register at Bert Johnson's this week.

Louis Golovino, of New York and Tampa, manufacturer of "Mi Sabrino" clear Havana cigars, gave us the once over last week.

Yours truly,

MIKE OF DETROIT.

Tampa Notes

SIG C. MAYER, of Philadelphia, registered at the Hillsboro last Saturday. He came over from the East Coast where he has some splendid distribution on his merchandise. He left on today's boat for Havana.

R. C. Faber, of Faber, Coe & Gregg, registered at the Tampa Bay hotel on the fourth.

John J. Whelan of the United Cigar Stores has been a frequent visitor in Tampa and at a number of the cigar factories. He has been staying at the Soreno in St. Pete.

"Kid" Nichols was a visitor at the Corral, Wodiska y Ca., factory last week and will leave for the North on the thirteenth. Hi Hammer made a flying trip to Palm Beach and will leave shortly for the Pacific Coast. Meanwhile the "Bering" factory continues to be one of the busiest in the Cigar City.

Jose Perez has returned from a Western trip which Mannie Perez says was very satisfactory. The "Redencion" brand continues to lead the demand and sales thus far equal those for the same period in 1924.

Manuel Garcia, of Perfecto Garcia & Brothers returned on Thursday's boat after a two weeks stay in Cuba. He states that up to the 10th of March business was far ahead of 1924, for the same period.

Manuel Alvarez and A. Santaella returned from New York on the ninth to find the demand for "Optimo" continuing without any let-up whatever.

Val M. Antuono and sales representative R. H. Patterson returned from Havana on the fourth. After conferring at the factory for a day Mr. Patterson left for Atlanta, where he makes his headquarters, on the fifth.

Jose Escalante returned from Havana on the fourth, his return being hastened by the sudden death of his nephew.

Frank Diaz, well known manufacturer of "La Mega," came back from New York on Monday. Frank says the new York weather is not the kind he likes at this time of year. He sailed on Thursday's boat for Cuba.

George Weidman, of Weidman, Fisher & Company retains an enthusiastic interest in golf, and he is a familiar figure on the various courses around Tampa.

At the Regensburg factory orders are coming in at about the same rate as during the same period last year. Jerome Regensburg believes that there will be a general improvement before long and that 1925 will be a good year for quality cigars.

"Doc" Watkins and Mrs. Watkins, of Detroit, Mich., have been here for the past three weeks. "Doc" was last seen in company with "Mannie" Perez, preparatory to boarding a sleeper for the "Motor City." "Doc" left the impression that he had thoroughly enjoyed his stay here.

Luis Toro, president of the Porto Rico American Tobacco Company, left on the twenty-eighth for the North after concluding the arrangements with Fred Davis and Leo Schwab for their purchase of factory and brands of the New York-Tampa Cigar Company.

G. L. Mauldin, of P. Lorillard Company, is here working through Eli Witt on the distribution of "Muriel" and "Currency" cigars throughout the State of Florida. The popularity of "Muriel" is steadily growing in territory.

The factories, with a few exceptions, are not doing as well as for the same period in 1924. Reports from other large cigar producing sections indicate that this situation is not peculiar to Tampa but is a general condition.

Now that machinery is in operation in Tampa it is believed that a solution to one great problem is at hand. That problem is to manufacture cigars at a profit.

H. L. Bush, the machinery man, is hard to catch these days as his time is fully taken up with machine installation, and in answering inquiries regarding the various cigar machinery equipment which he is selling.

TAMPA BAY.

"BLACKSTONE" REPRESENTATIVES PARADE NEW CARS THROUGH NEW ENGLAND

One Evidence of a Big Change in Selling Methods in Recent Years

Eleven new Buick cars, driven by the eastern representatives for the "Blackstone" cigar will make a tour of NewEngland during the week of March 16th. Mr. P. M. Forristall, sales manager of the company, will lead the parade. The cars will leave Newark, N. J., on Monday, March 16th and reach Boston, Monday, March 23d. In their tour the cars will pass through the following cities: Newark, N. J., New York City, Bridgeport, New Haven, Hartford, Meriden, Springfield, Holyoke, Northampton, Worcester, Providence, Pawtucket, Fall River, New Bedford, Taunton, Lowell, Lawrence and Haverhill.

The cars are 1925 Buick Six Standard Coupes. A bright vermilion oval, with the words Waitt & Bond "Blackstone" cigar in gold letters, is displayed on the sides of the cars.

This "Blackstone" New England tour is a regular event every other March, when these representatives are supplied with new cars. Of course, the prime purpose of this trip is the advertising feature, but it has the additional value of breaking in the new cars and having them ready for strenuous work when each man reaches his territory.

These salesmen, taking their balloon-tire comfort, are far different from the cigar "drummers" of a few years ago. The old-time salesmen lugged their sample cases themselves, Shank's mares supplied their motive power from one store to the next, and there was a constant comparing of watch and time-table, two things that never did agree.

Our modern 6-cylinder salesmen make their own railroad schedule, rest easily on leather cushions, and are forever free from suitcase callouses on their hands. But all this comfort cannot be called luxury. Waitt & Bond report that they have lowered their sales cost by the use of automobiles for their salesmen. The salesman with his car now covers a much larger territory than that formerly traveled by foot and train, and this one man calls on his dealers even more frequently than before.

"We are sometimes criticized for giving our men such expensive equipment," says Mr. Forristall, "but we find it pays us to do it. The extra cost is returned many times over by the extra energy our men put into their work. We want them to get all the pleasure and comfort possible out of their daily jobs, and they match our interest in them with their own interest and zeal for the company."

(Continued on page 11)

York County News

THE REGULAR monthly meeting of the York County Cigar Manufacturers' Association was held in Red Lion, Pa., on Monday evening March 9, with President B. M. Hannigan presiding.

The principal subject of discussion was the cost of manufacturing cigars.

At the February meeting President Hannigan appointed a committee to investigate the cost of production, and at a special meeting of this committee held since, it was decided that it was practically impossible to get at the actual average cost of production of the many manufacturers of this district as the larger manufacturer's overhead and greater purchasing power of raw materials varied from that of the smaller manufacturer.

D. A. Horn, the chairman of the committee read several resolutions which the committee recommended, and they believed that a plan might be worked out whereby when cigars were made with certain specifications as to size, quality, etc., that a trade mark might be established and placed on each package, which would identify them as cigars of a staple and standard price and grade as to manufacturing costs, and the discussion of this subject brought forth the opinion that a plan of this kind might be worked out for the mutual benefit of the manufacturer, jobber and consumer.

The auditing committee consisting of Sterling Knisely, Vernon D. Frey and Herbert M. Smith, verified the amount of receipts and disbursements, as reported for the year 1924.

Resolutions on the death of the late Titus A. Smith were read as prepared by a committee composed of D. A. Horn, Arthur McGuigan and W. H. Snyder.

Among those in attendance at this meeting were, B. M. Hannigan, C. M. Ehehalt, I. H. Rojahn, C. E. Gable. C. D. Myers, S. Rosenbaum, H. C. Neff, E. R. Neff, L. Earl Grove, Larry Sevis, Vernon D. Frey, C. C. McGuigan, Sterling S. Knisely, Clair Sentz, Herbert M. Smith, Whorley J. Neff, C. S. LaMotte, Pius Wolf, Daniel Spangler, C. E. Myers, David E. Wolf, Harry W. McGuigan, Samuel Winter, Harry Wolf, T. C. Miller, Earl Rost, W. H. Snyder, Stewart S. Shindler, Ellis P. Strickler, M. S. Heindel, Herbert L. Smith, Edgar Flinchbaugh, H. F. Martin, Paul E. Reichard, James W. Kelly, Harry Fishel, Harvey A. Waughtel, J. Frank Strayer, W. H. Toomey, J. C. Winter, Charles F. Laucks, Thos. L. Adair, Roy R. Smith, Roy Snyder, Perry A. Tchopp, D. A. Horn, Theodore Fishel, Jacob I. Shindler, Spurgeon Pomraning, Stewart F. LaMotte, Harry L. Haines, Fred. Druck, W. H. Sechrist, Frank Snyder, E. Smeltzer, L. M. Sentz, Charles C. Meads and Arthur S. Ziegler.

The new Internal Revenue office, located in the new First National Bank Building, Red Lion, Pa., was opened on March 10, in charge of deputy collector J. Blair Ernst.

A United States Internal Revenue inspector from Washington, D. C., was here on March 9 and checked up on all supplies and stamps which arrived some days ago.

When the office first opened there was a general rush for the purchase of stamps by many of the local manufacturers, who are greatly pleased over the opening of this office, as it will prove a very great convenience to them.

Red Lion is to have a new water system according to plans and operations of the Red Lion Water Company, which it is estimated, will cost more than a quarter of a million dollars.

It is reported that everything is in readiness and building operations will start as soon as weather conditions permit.

This new water system will include a basin and filtering plant and a large concrete reservoir.

The large basin and filtering plant will probably be located along Cabin Creek about four miles from Red Lion, and about four miles of twelve-inch pipe will be required to carry the water to the reservoir in Red Lion.

A reservoir with a capacity of about one million gallons will be built on the Water Company's site at Fairmount Park directly in back of the present reservoir which has a capacity of about four hundred thousnad gallons.

This new reservoir will be about thirty feet high (or deep) and eighty feet in diameter, and will supply the borough with water, the old reservoir will be kept filled for emergency, and the two will be connected with one another, and with this new system Red Lion will have an ample supply for many years to come.

A water famine in this town was avoided this winter only by the conservation of water by the residents, and the heavy snows and rains, as the supply from the company's two pumping stations was limited.

The country roads in the vicinity of Red Lion are in an almost impassible condition, and the mud is so deep at many places that it is impossible to get through with an automobile, and many reports are heard of machines being stuck in the mud on nearly every road, this of course does not apply to the main highways of macadam and concrete.

The citizens of Chanceford and Lower Chanceford townships appeared before the County Commissioners with an appeal for the permanent improvement of the highway running from East Prospect to York Furnace, and it was pointed out to the Commissioners that there is not a physician within twelve miles of this section and in winter it was very difficult to get medical aid due to the bad condition of this road.

County funds are not available for the improvement asked for, and the Commissioners suggested that delegates from this section be sent to the State Highway Department at Harrisburg to make an appeal for the construction of this road out of State funds, as this road is part of the Sproul system and it was contended that the road should be built out of state funds, and the Commissioners stated they would support the movement.

Appearing before Judge Ross in York, Pa., E. L. Burg, former cashier of the East Prospect State Bank and R. J. Sitler, a merchant of East Prospect, Pa., entered pleas of guilty to charges of conspiracy to defraud the bank by means of overdrafts.

Each was fined twenty-five dollars and costs, and were paroled from imprisonment on a nominal sentence of two years in jail.

The overdrafts amounting to $23,506.28 which Cashier Burg permitted Sitler to obtain, were all paid to the bank shortly after his arrest by Sitler and so the bank did not incur any loss by the offenses committed.

The court was petitioned by many citizens of East Prospect to save these men from imprisonment, and it was reported that the State Department of Banking was in favor of leniency to the defendants, and as these men had previously borne good reputations, the court decided to remit the sentence of imprisonment.

D. Frank Kaltreider and B. S. Sentz, of Red Lion; C. E. Myers, East Prospect; Harry Sprenkle, Dallastown, and Edgar Flinchbaugh, Windsor, Pa., cigar box manufacturers have just returned from attending the Sixth Annual Convention of the National Cigar Box Manufacturers' Association which was held in Mobile, Ala.

These gentlemen and their families extended their visit to the South by visiting Palm Beach, Miami and other Florida resorts, including Tampa, and all report having a most enjoyable trip.

Allen D. Kaufman and Chester Myers, cigar box manufacturers of York, Pa., also attended this convention, all the members of the party having made the trip on a special Pullman train, which was made up of cars from Chicago and Cincinnati for the Western delegates and from New York, Philadelphia and Washington for the Eastern members.

The steadily increasing popularity of York County Five Cent Cigars keeps the manufacturers in this section busy to satify the demand.

J. R.

AMERICAN TOBACCO COMPANY HAS GREATEST YEAR EVER

New York, March 12, 1925.

In its annual statement, just issued, the American Tobacco Company discloses that 1924 was the greatest year in its history.

Earnings for the common stock increased approximately $3,000,000, being 18 per cent. as compared with 15 per cent. in 1923. Current assets are 11.15 times current liabilities—the highest ratio ever obtained by the company.

Sales showed a substantial increase over 1923, even omitting from consideration sales of brands leased from the Tobacco Products Corporation. Profits from these brands, after payment of all charges, are put at approximately $1,000,000.

The number of stockholders increased more than 20 per cent. This brings the total to 25,000.

The dividend rate on the common stock has been increased from 12 per cent. to 14 per cent. per annum on the $100 par value stock, which is the equivalent of $7 per share on the $50 par value stock.

AMERICAN TOBACCO COMPANY FOURTH LARGEST NEWSPAPER ADVERTISER

According to an estimated list of expenditures of 100 leading newspaper advertisers for the year 1924, The American Tobacco Company holds fourth place in the list with $1,600,000 expenditure for national newspaper advertising. Liggett & Myers Tobacco Company, comes fifth with an expenditure of $1,500,000, and The General Cigar Company is tied with H. J. Heinz Company for twentieth place with expenditures of $600,000 each.

The American Tobacco Company was at the head of the list in 1923 with an estimated expenditure of $1,700,000, but first place in 1924 is held by the Ford Motor Company with expenditure of $2,000,000.

LICHTENSTEIN RETURNS FROM SOUTH

Julius Lichtenstein, president of the Consolidated Cigar Corporation, returned to New York City early last week from a visit to Palm Beach and other Florida resorts.

MANILA NEWS

Tobacco men in the Philippine Islands estimate the crop this year at about one hundred million pounds. This will be twenty million pounds more than was produced last year. The 1924 crop was of very fine quality, equal to that of 1916. Present indications are that the crop of 1925 will also be of good quality. If these predictions hold true the cigar factories at Manila will be abundantly supplied with good cigar leaf for the next two or three years.

Following up recommendations and suggestions made by the tobacco committee headed by Colonel Langhorn of Governor General Wood's staff, additional inspectors have been put to work in the Cagayan Valley to improve tobacco culture.

A catechism has been issued and distributed to the farmers. This is printed in English, Spanish and the necessary native dialects to make sure that the information will reach all the growers. Agricultural inspectors have been ordered to make a vigorous campaign to carry into effect the following provisions:

The use of better strains of tobacco to produce an ideal type of leaf not less than 30cm. long, wide, with rounded tip and base and with thin veins widely separated. Planters are advised to limit their crop to what can be handled properly and to plant at least a tenth of the tobacco at a closer distance to obtain more light colors from natural shade. The enforcement of the regulations in regard to curing sheds and the processes of fermentation will be emphasized also in this campaign to produce better grades of cigar leaf tobacco.

A conference of tobacco men was held at Hagan, Isabela Province, December 29, 1924, for the purpose of organizing the planters to obtain free access to the market. Complaints about old methods and the oppression of buyers have been numerous. The conference passed resolutions and made an active start toward eradicating the evils that have held back the industry for some years. Rules and regulations governing contracts, weights, and terms of sale were adopted, and if carried out these will go a long way towards protecting the small farmer against the oppressive demands of brokers. The speakers during the conference were Governor Ventura Guzman of Isabela, Representative Tolentino Versoza, ex-Governor Pascual Paguirigan of Isabela, Manuel Nieto, Jr., J. H. Manning Butler, division superintendent of schools of Isabela, President Calixto Allayban of Tuguegarao, Cagayan, President Eliseo Cabasa of Hagan, President Francisco Albano, of Cabagan, ex-President Morales Baculi of Amulung, Cagayan, D. B. Paguirigan, of the Bureau of agriculture, and Marcelo Adduru, assistant commerical agent of the bureau of agriculture.

"BLACKSTONE" REPRESENTATIVES PARADE NEW CARS

(Continued from Page 9)

This year, even "Blackstone" cigar newspaper advertising has taken a tip from the automobile manufacturer. The 1925 "Blackstone" cigar is now being featured. The auto supplied the idea of 1925, but Mother Nature supplied the exceptional tobacco crops to make the 1925 "Blackstone" an even milder, smoother smoke. Through her, Cuba has just delivered the finest crop of Havana filler grown in a generation, aromatic, mild, smooth burning. This crop is supplying the 100 per cent. Havana filler of the 1925 "Blackstone" cigar.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Anti-Bacs Form National Organization

FORMATION of a national organization, with the avowed purpose of consigning tobacco to the same state of nonexistence as alcohol is now supposed to be in, was agreed upon at the "first national anti-tobacco convention" held in Washington, March 4 and 5. Only about thirty "delegates" attended the meetings, which were addressed by a number of persons who for some years have been prominent in anti-cigarette movements.

While aimed chiefly at cigarettes, the reform movement will take in all forms of tobacco. It is not planned to seek any drastic legislation, in view of the fact that the various states which have experimented with anti-cigarette laws have found them useless and are repealing them, but it was determined to undertake a campaign of education in schools and churches so as to warn the younger generation against the tobacco habit. Many interesting statements regarding the effects of tobacco were made during the convention, including the charge that it was responsible for most of the deaths from heart trouble and cancer, and assertions that men addicted to smoking were not the mental equals of those free from the habit.

Another convention of the organization will be held in Minneapolis in May.

New Postage Rates Effective April 15

New and increased rates of postage, which will affect every tobacco merchant in the country, will go into effect on April 15, as a result of the enactment by Congress of the measure increasing the salaries of postal employes, in which postage increases were also provided for the purpose of raising the revenue required to meet the additional expense.

As adopted, the bill provides a rate of two cents on private mailing cards, the only change made in first-class rates. Second-class rates are considerably amended. The third class is enlarged so as to include merchandise now sent as fourth-class, but covers only parcels weighing not more than eight ounces, at a rate of one and one-half cents for each two ounces, with the exception of catalogues, books and certain agricultural products on which the rate remains one cent for each two ounces.

All matter in the present third and fourth classes weighing over eight ounces, under the new law, will go as parcel post at the present zone rates, but a service charge of two cents is imposed upon each parcel, except those collected on rural delivery routes. There is also provided a special service, under which parcels would receive the same handling, transportation and delivery as is now accorded first-class matter, for which a fee of twenty-five cents is imposed.

The schedule of fees for money orders is revised, as follows: Orders for not more than $2.50, five cents; between $2.50 and $5, seven cents; between $5 and $10, ten cents; between $10 and $20, twelve cents; between $20 and $40, fifteen cents; between $40 and $60, eighteen cents; between $60 and $80, twenty cents, and between $80 and $100, twenty-two cents. The present fees run from three to thirty cents.

The fee for registry of mail matter is increased to fifteen cents, and an additional fee of three cents is imposed where a receipt showing delivery is desired by the sender. The fees for insurance are increased to five cents for insurance up to $5; eight cents for between $5 and $25; ten cents for between $25 and $50, and twenty-five cents for between $50 and $100, with an additional fee of three cents for a receipt showing delivery. The fees for collection-delivery service are made twelve cents for collections up to $10; fifteen cents for collections up to $50, and twenty-five cents for collections up to $100.

The fee for special delivery service will be ten cents, as at present, on matter weighing not more than two pounds, with new fees of fifteen cents for matter weighing between two and ten pounds and twenty cents for matter weighing in excess of ten pounds.

The measure, as adopted, does not contain the original provision limiting the new rates to a period of one year, but does provide for the creation of a joint committee of members of the Senate and House to make an investigation of postal rates and report, during the first week of the next session, recommendations for a permanent schedule of postal rates.

Congress Adjourns Leaving Many Important Measures "Unfinished"

When the Sixty-eighth Congress came to an end at noon on March 4 it left unfinished much legislation of interest to the business men of the country. Measures which business interests had been fighting for, as well as bills which they had been opposing, died with the end of the session and, if they are to become laws, must be reintroduced during the Sixty-ninth Congress, referred to committees for consideration and, in brief, entirely repeat the long and tortuous procedure to which they were subjected during the last Congress.

Included in the list of measures left "up in the air" at the end of the session was misbranding legislation, which has been before Congress longer than most men have been members. This legislation had finally

(*Continued on Page 14*)

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

THERE are loud and compelling demands for "more efficiency" on the part of retailers. Wide-awake retailers are responding to this demand, and are improving their methods. And this is good.

I well know, dear reader, that you are among this wise number, and that your store is being conducted better than before.

But I want to hand you a little verbal bouquet. I want to tell you that the most important thing about your store, the yellowest dandelion in your business yard, the largest sunflower in your trade farm, is *you*.

For your business is but your shadow. If you remain small then your shadow—your business—will cover little ground. If you will grow then will your shadow grow with you.

Therefore make a high resolve to cultivate yourself.

Do!

Intensify!

Read this Business Building Department, for the encouragement, the inspiration, the suggestions it contains. Fall in love with your business. Make it your ladder by which you climb, your auto by which you "get somewhere," your plow with which you plow your business field for a large and rich harvest.

Do this, and your life will take on a new zest, the spirit of joy will permeate you; you will realize you are "doing something"—and you will make more money by it.

Let's go.

Listen! The National Retail Furniture Association have engaged the editor of a furniture trade paper to conduct a class to teach managers of retail furniture stores the great art of becoming better merchants.

Class will consist of 300 and will meet in Detriot. It is full to overflowing. Wise chaps, those store managers, and they will learn many things that will ring the bell on their cash registers.

Didja ever reflect that Yours Truly is conducting a class to aid tobacco retailers in doing more prosperous business, and making more money?

Such is truly the case, and it is called the Business Building Department.

Your teacher gets reports from trade associations, chambers of commerce, business journals, and successful business people. These reports contain ideas that are alive and that just love to ring your cash register by making more sales for you.

Some of you diligently hunt for ideas in this department as carefully as a youngster hunts for chestnuts among the leaves in the fall. You set the ideas working for you, and they sure do bring in the coin. Some of you read for entertainment, and I thank you, though I would prefer to fill your jeans with ducats. And a few of you—I hope it is very few—give this page the absent treatment. You don't know how much you lose, or you would reform instanter.

You've heard of these super-salesmen that pull down ten thousand, twelve thousand kopecks a year, of course, and you've probably supposed they are intellectual dreadnaughts and physical giants among us ordinary fellers.

That's what I felt until I met and hobnobbed with a few. Migosh! I was never more surprised in my life to find they were just folks, with faults, blemishes, habits and only a trifle more than the usual amount of gray stuff.

One of them got chummy with me and confided behind his hand that the cause of his phenomenal success consisted of the good goods his house made and the good talking point he had elaborated. And he whispered that he almost believed his good talking points sold more goods than the good goods, though he wasn't quite sure of it.

You can betcher life I rushed to my notebook and jotted that down to broadcast to you, for I consider it exceedingly valuable.

I strongly advise therefore that you take a few of your regular leaders and think up good talking points for each. Don't expect to complete this job in half an hour, or a day, or a week. Perhaps not even a month.

Think on it a few minutes several times each day. Put down the points first. Get all the points. Then cull out the best ones. Then mold them together in forceful and compelling sentences, seasoned with the spice of sparkling words, words that sing and that lift the goods from the dull, dead level of mediocrity. Cultivate your looks, your manner and the pleasing intonations of your voice to correspond with your splendid selling talk.

Try this, and see if it won't lift you too into the lofty atmosphere of a super-salesman where money will come in to you so rapidly that you can hardly stuff it in your pockets.

(Continued on page 14)

News from Congress

(Continued from page 12)

reached a point where its proponents were hopeful of enactment, and a bill had been drafted which eliminated the unwieldy procedure of making manufactured commodities, opposed by many interested, and providing only that manufacturers and merchants who marked their products must stick to truthful statements, the bill being similar to the British merchandise-marks act.

Another bill was that providing for patent registration of designs, a subject of much controversy on which the patents committee had not yet reached a form which was acceptable to all interests. Revision of the patent laws was also sought, so as to make the procedure of the patent office simpler and reduce the expense of patent litigation.

Revision of the bankruptcy laws, of great importance to business, also failed of enactment, although the need for a tightening up of the present law was definitely shown during the course of hearings on the measure.

New Express Rates in Effect

New express rates ordered inaugurated by the Interstate Commerce Commission went into effect on March 1, the effort of the carriers, through court action, to prevent their becoming operative having failed.

The rates in the territory north of the Ohio and Potomac rivers and east of the Mississippi river are to remain unchanged, or at most will be but slightly increased. Rates between other sections of the country are reduced, and rates from the first-named territory to points south of the Ohio and Potomac rivers and west of the Mississippi river are also reduced.

Treaty Ratified Effecting Trade-Mark Registration

The United States has ratified a commercial treaty signed at Santiago, Chile, April 23, 1923, under which this Government becomes a party to the Inter American Bureau for the registration and protection of trade marks and commerical names. Under this treaty international protection is accorded trade marks and commerical names in Venezuela, Panama, Uruguay, Ecuador, Chile, Guatemala, Nicaragua, Costa Rica, Brazil, El Salvador, Colombia, Cuba, Paraguay, Dominican Republic, Honduras, Argentina and Haiti.

The treaty provides for the creation of two bureaus, one in Havana and the other in Rio de Janeiro, at which shall be registered the trade marks from the various contracting countries, those from the United States being registered at Havana, at fees for the service to be fixed by agreement.

The main accomplishment of the treaty will be to afford American trade marks protection in all of the signatory countries upon registration at Havana, relieving American business men of the necessity of protecting their marks in each of the South and Central American countries separately.

UNITED STATES TOBACCO DIVIDEND

Dividends of $1.75 a share on the preferred stock and seventy-five cents a share on the common stock of the United States Tobacco Company have been declared. They are payable April 1 to stockholders of record at the close of business March 16.

Business Building

(Continued from Page 13)

How did he do it? That's what you would like to know. How in the Sam Hill could Anson Frederic, who was located in a little town of thirteen hundred people, build up a business of three hundred thousand dollars annually, when you who are happily located in a much larger field, are just making a living and just can't increase your business the 50 per cent., which you need to make you contented.

Mr. Frederic told "how he did it" to a mightly interested audience consisting of delegates to his trade convention which he also attended as a delegate.

And it all seemed very simple.

He attributed his success to three things principally, advertising, well-displayed show windows and good store management.

He said he became a bug on these three things. Made them his hobbies. Was interested in them just as a boy is in baseball, a woman in her dress, or a little girl in her doll.

A man always becomes an expert in the things he is interested in. That's one of the laws of nature, and that's what lifted us from loin cloths and caves to store clothes and modern homes.

I can exhort and encourage you therefore, to get interested in your business, get mightily interested. For business in becoming more and more an interesting game, a game of skill and pleasure, and the experts reap rich rewards, just as they do in any other calling.

JULIUS MARQUESEE TO ENTER REAL ESTATE FIELD

After thirty-five years in the leaf tobacco business, Julius Marquesee, has confirmed the rumor circulated some time ago that he will forsake his old love and enter the real estate business with his son-in-law, with offices in up-town New York.

The firm of Julius Marquesee & Son, will continue at the old stand, 141 Water Street, New York, under the management of his son, "Jack."

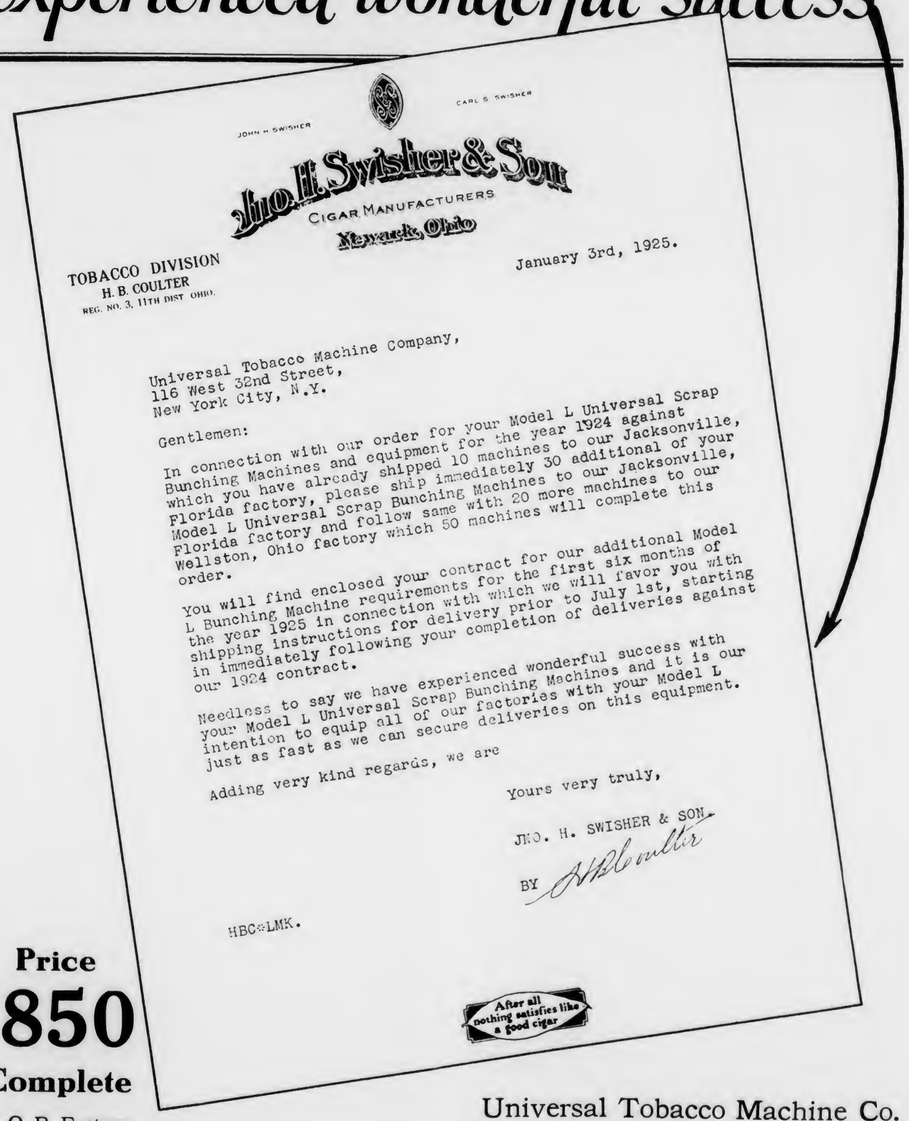
TOBACCO TAXES FOR 1924 SHOW INCREASE OVER 1923

According to a detailed report just issued by the Treasury Department there was an increase in the total amount of tobacco taxes paid the Government during the calendar year 1924 of $17,119,578.41 over 1923.

NOTE: Increases in receipts for calendar year 1924: Cigarettes, $19,653,261.64; manufactured tobacco, $239,562.91; manufacturers' special taxes, and cigarette papers and tubes, etc., $44,065.27. Decreases in receipts for calendar year 1924: cigars, $2,738,709.64 and snuff, $78,601.77.

In calendar year 1924, the receipts were $44,124,248.75 from large cigars and $796,394.97 from small cigars compared with $46,899,908.22 and $759,445.14, respectively, in 1923. In the calendar year 1924, the receipts were $115,645.86 from large cigarettes and $213,027,492.23 from small cigarettes compared with $132,323.61 and $193,357,552.84, respectively, in 1923.

"experienced wonderful success"



JOHN H. SWISHER CARL S. SWISHER

Jno. H. Swisher & Son
CIGAR MANUFACTURERS
Nyack, Ohio

TOBACCO DIVISION
H. B. COULTER
REG. NO. 3, 11TH DIST. OHIO.

January 3rd, 1925.

Universal Tobacco Machine Company,
116 West 32nd Street,
New York City, N.Y.

Gentlemen:

In connection with our order for your Model L Universal Scrap Bunching Machines and equipment for the year 1924 against which you have already shipped 10 machines to our Jacksonville, Florida factory, please ship immediately 30 additional of your Model L Universal Scrap Bunching Machines to our Jacksonville, Florida factory and follow same with 20 more machines to our Wellston, Ohio factory which 50 machines will complete this order.

You will find enclosed your contract for our additional Model L Bunching Machine requirements for the first six months of the year 1925 in connection with which we will favor you with shipping instructions for delivery prior to July 1st, starting in immediately following your completion of deliveries against our 1924 contract.

Needless to say we have experienced wonderful success with your Model L Universal Scrap Bunching Machines and it is our intention to equip all of our factories with your Model L just as fast as we can secure deliveries on this equipment.

Adding very kind regards, we are

Yours very truly,

JNO. H. SWISHER & SON

BY H B Coulter

HBC*LMK.

After all nothing satisfies like a good cigar

Price
$850
Complete
F. O. B. Factory
Newark, N. J.

Universal Tobacco Machine Co.
116 West 32nd Street, New York
Factory, Newark, N. J.

NATIONAL BANK OF COMMERCE DISCUSSES TOBACCO INDUSTRY

The National Bank of Commerce in New York, discussing the phenomenal progress of the tobacco industry in the March issue of *Commerce Monthly*, says:

"The outstanding feature of the last ten years has been the increase in the use of cigarettes, which accounts in the main for the great gain that has taken place in per capita consumption of tobacco during that time.

"Expansion in cigarette output since 1910 has but few parallels in the industrial world. Production in that year was 8.7 billion cigarettes. The average for 1910-14 was about 13 billion and there has since been a steady annual increase to approximately 71 billion in 1924. This branch of the industry probably now requires more leaf tobacco than any other. Demands in 1924 exceeded those of 1923 by over 6 per cent. with the saturation point apparently nowhere in sight. The new field of women smokers now being developed promises further expansion. Some authorities in the industry predict annual-production in the United States of a hundred billion cigarettes within a few years. Tobacco including cigarettes, is one of the few articles in which the value of the factory product in 1921, a year of world-wide depression, exceeded that of 1919. This is due primarily to the steadily increasing per capita consumption in the United States.

"Prior to the Civil War annual per capita consumption in the United States was in the neighborhood of four pounds. By the last quarter of the nineteenth century it was around five pounds and for the five years ending in 1913 the quantity had increased to seven pounds. During the five-year period ending with 1921 per capita consumption had reached 8.5 pounds and annual requirements rose considerably in 1922 and 1923.

"A comparison of the quantity of leaf used in this country by each branch of the manufacturing industry in 1913 and in 1923 indicates in a general way the trend of tobacco manufacture and consumption. Domestic requirements of leaf tobacco for all purposes of manufacture were 30 per cent. greater in 1923 than in 1913. Over this period, however, consumption of tobacco leaf for the manufacture of cigars declined from 29 per cent. to 25 per cent. of the total and the use of leaf for the group of products classified as chewing and smoking tobacco and snuff declined from 61 per cent. to 42 per cent., but cigarette requirements increased from 10 per cent. to 34 per cent. of total consumption. Supplies of leaf tobacco," the bank says, "have amply kept pace with manufacturing and export demands.

"Production of bright-leaf exceeds that of any other single type grown in the United States. The acreage is more than double that of burley and the crop is about 30 per cent. larger. Consumption of burley within the United States exceeds that of any other type, for practically all of it is used in this country while a large part of bright tobacco is exported. The bright tobacco crop has expanded in proportion to increased demand for cigarette manufacture so that supply at all times has been adequate to meet requirements. In 1913 production of this type was about 283,000,000 pounds. Gradual increase brought the crop to a level of 593,000,000 pounds in 1923. The yield in 1924 was only 441,000,000 on account of unfavorable weather conditions and smaller acreage but the average annual crop is now 80 to 90 per cent. above the 1913 level."

In addition to the extensive manufacturing industry in the United States, the bank points out that this country exports more than half of all leaf tobacco entering into international trade.

"Although the United States tobacco crop is only about 35 per cent. of the world crop, United States exports constitute more than half of all leaf tobacco entering into international trade and leaf tobacco from this country is the standard cigarette, smoking and chewing tobacco throughout the world. From a third to one-half of the entire crop is exported in the unmanufactured state. Tobacco was our first export commodity and for three centuries has ranked among the most important. As such it has served greatly to extend American wealth and foreign trade. The value of exports of tobacco is now exceeded only by that of raw cotton, refined mineral oils and automobiles.

"Average annual exports of stemmed and unstemmed leaf tobacco from the United States in the five years 1910-14 were 388,000,000 pounds and they remained at approximately that level until 1919. In that year exports of tobacco as of many other commodities surpassed all previous records, being practically double the pre-war average. In the five years 1920-24 average exports amounted to approximately 486,900,000 pounds or more than 25 per cent. above average annual exports in the five years preceding the war. It is safe to conclude, therefore, that normal requirements of American tobacco in foreign countries are considerably higher than in 1913.

"A factor that should aid American growers of tobacco, particularly of the cigarette types, is the increasing consumption of tobacco in Europe, to which more than 85 per cent. of United States exports of leaf tobacco are sent. Apparently the field of expansion in foreign markets for American tobacco will be found in exports of unmanufactured leaf, with perhaps some increase on foreign demand for cigarettes.

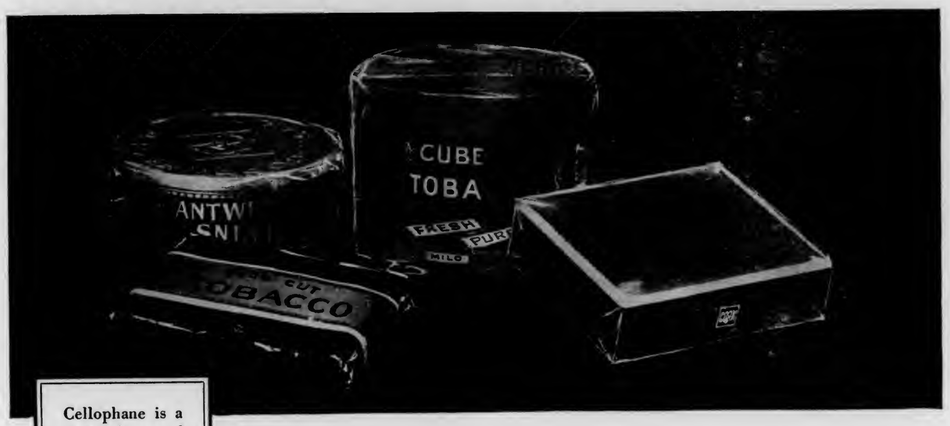
"Current prices for most types of tobacco are as good as or better than a year ago. Flue cured is apparently in the strongest position. Active demand in foreign markets for dark-fired tobacco has stimulated the price of that type above the level of last year. In fact, from the producer's standpoint those types of tobacco for which there are both domestic and foreign outlets are in a satisfactory situation."

DAWES SMOKES PIPE IN DEFIANCE OF OLD CUSTOM

Vice-President Charles G. Dawes has defied the old established custom of "no pipe smoking in the main dining room of the New Willard Hotel in Washington," and before he was inaugurated as Vice-President too. On the day before the inauguration he entered the dining room with a guest and picking out a table in the very centre of the room pulled one of his famous pipes out of his pocket and proceeded to enjoy a cool smoke. The maitre d'hotel tore his hair and made a few muffled remarks but allowed Mr. Dawes to enjoy his pipe unmolested, despite the fact that this privilege was denied General U. S. Grant and other notables in their time.

Display plus Protection

Cellophane protects tobacco but does not hide it



Cellophane is a new and unusual wrapping material of absolute transparency; strong, durable and impervious to grease or dirt.

To launch a new brand, or stimulate the sales of an old one, a distinctive wrap of absolutely transparent Cellophane is the thing.

The Cellophane wrap permits of counter display. It makes possible convenient units that increase pick-up sales.

This transparent, odor-proof wrapping adds a crisp feeling of freshness to your package. It protects your cigar wrapper—keeps its eye-catching sales appeal ever fresh.

Send us a sample of your product so that we can give you visible proof of the selling appeal that Cellophane adds.

DU PONT CELLOPHANE CO., Inc.

Sales Offices:
40 West 40th Street, New York City
Plant and Executive Offices: **Buffalo, New York**

Canadian Agents:
WM. B. STEWART & SONS
64 Wellington St., W., Toronto, Canada

DUPONT CELLOPHANE

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO

MANUFACTURERS OF HIGH GRADE CEDAR SAW CIGAR BOXES END PLAINING MILLS LABELS, RIBBONS, CIGAR MAKERS SUPPLIES

TEL. 4270 LEXINGTON ESTABLISHED 1875. 637-641 EAST 17 ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS

CIGAR BOXES

109 N. Orianna Street

PHILADELPHIA, PA.

Monroe Jarrett Sons

WOODEN CIGAR BOXES

TRADE ***JARSO*** MARK

Randolph and Jefferson Streets

Philadelphia, Pa.

SUPPLIES

PAPER BAGS.

Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.

Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.

THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

GIOCONDA COLLETTI:—44,113. For all tobacco products. February 18, 1925. J. Colletti, New York, N. Y.

SQUARONA:—44,114. For cigars. February 26, 1925. Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y.

COGNAC:—44,115. For cigars. January 29, 1925. L. D. Frye & Sons, Red Lion, Pa.

HARNEY PEAK:—44,116. For all tobacco products. March 2, 1925. Geo. Schlegel, Inc., New York, N. Y.

TAMPADEL:—44,117. For all tobacco products. February 28, 1925. American Litho. Co., New York, N. Y.

DOG'S WOOL MIXTURE:—44,118. For smoking tobacco. February 25, 1925. James B. Russell, New York, N. Y.

QUEENS MAID:—44,119. For all tobacco products. February 27, 1925. Gellman Cigar Co., Corona, L. I.

GOTHAM'S PRIDE:—44,120. For cigars. March 5, 1925. Samuel Manheimer, New York, N. Y.

GLORIA BEACH:—44,123. For cigars. March 2, 1925. T. Gerace, New York, N. Y.

HAV-A-ST. PETE:—44,125. For all tobacco products. March 6, 1925. Frank E. Sherwood, St. Petersburg, Fla.

BEAUCOURT:—44,126. For all tobacco products. March 7, 1925. American Litho. Co., New York, N. Y.

RICICO SEAL:—44,127. For cigars, cigarettes and tobacco. March 9, 1925. Rider Cigar Co., Windsor, Pa.

RENEWAL REGISTRATION

REGNIS:—44,124. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 7, 1925, by A. Singer, Atlantic City, N. J. (Originally registered on April 22, 1905, by Fred B. Wallace & A. Singer, Philadelphia, Pa., his predecessors.)

TRANSFERS

PARROT:—(U. S. Tobacco Journal). For cigars. Registered March 26, 1884, by Powell, Wenigmann & Smith, New York, N. Y. Transferred by the American Cigar Co., successors to Powell, Wenigmann & Smith, to the Manchester Cigar Co., York, Pa., March 5, 1925.

PARROT:—5294 (U. S. Patent Office). For cigars, cigarettes, smoking and chewing tobacco. Registered November 6, 1877, by E. C. Hazard & Co., New York, N. Y. Transferred to P. V. Hoyle, New York, N. Y., February 25, 1925, and re-transferred to Manchester Cigar Co., York, Pa., March 7, 1925.

SWARTHMORE AND DREXEL HOLD CONFERENCE TO CONSIDER RULES FOR SMOKING

Representatives of the student government bodies of Swarthmore College and Drexel Institute have been invited to confer on the question of girls smoking in the school buildings and dormitories.

Miss Melnick, president of the Drexel Board, said that the problem of smoking among the girls had not gone very far at Drexel, however, she admitted that rules had been put into effect prohibiting the use of tobacco in the student houses.

"Of course we cannot control the girls smoking away from the school buildings," she said, "but we do not permit it in their rooms or when they gather under the school's charge at all."

BLOCH BROTHERS INSURE SALES AND OFFICE FORCE

The Bloch Brothers Tobacco Company, of Wheeling, W. Va., has established a group insurance program covering its salesmen and office force. Employes are covered for a total of $125,000 life insurance, which ranges for individuals from $1000 to $2000.

The insurance was issued by the Metropolitan Life Insurance Company on a cooperative basis, whereby the employer and employes jointly pay the premiums. In announcing the plan, the company said:

"We recognize the fact that we have in our service an excellent group of loyal and efficient employes. As evidence of our appreciation of your work and cooperation, it gives us great pleasure and satisfaction to cooperate with you in securing this certificate of life insurance. It will provide for your family and dependents, in case of your death, some compensation for the loss of your earning power, and a similar benefit for yourself in case you become totally disabled before reaching the age of sixty."

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Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

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26th St. and 9th Ave., New York

WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.

Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L MANAGER

PASBACH-VOICE

LITHOGRAPHING CO. INC.

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GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.

CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY

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Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING

American Lithographic Co.

NEW YORK

SINCE 1870

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Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

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Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers
CAN NOW GET
DILL'S BEST
SMOKING TOBACCO
THROUGH ANY REGULAR JOBBER

J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

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There are no other industries at Manila requiring skilled hand labor that offers employment to large numbers of people. The cigar factories, therefore, have always the opportunity to obtain the brightest and the best young workers, and to train them in methods made famous by the Spanish Masters of the craft.

Quick and adaptable, possessing native skill and capable hands, the Filipino Worker is second to none in the World where patient and careful craftsmanship is required.

Manila cigars sold in the United States are hand-made, long-filled.

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Manila Ad Agency

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15 WILLIAM STREET, NEW YORK

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APRIL 1, 1925

VOLUME 45 No. 7

THE TOBACCO WORLD

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Making Good Cigar Boxes is different

Making Good Cigar Boxes economically is an accomplishment

The L. & M. Box will convince you

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You'll see these handsome, dominant signs on both sides of the right of way.

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NEW YORK CITY—Park Avenue and 123rd Street.
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NEW ROCHELLE, N. Y.—On N. Y., N. H. & H.
KEARNEY, N. J.—On D. L. & W.
On P. R. R.
CHICAGO—C. B. & Q. R. R., One Eighth Mile East of Lavergne, Ill., on North Side of tracks.
69th Street & I. C. on I. C. Railway.
C. & N. W. R. R., Milwaukee Division.
P. R. R.
C. R. I. & P. R. R.
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At Bristol on P. R. R.
At Daylesford on P. R. R.

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QUALITY AND SERVICE

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Manufactured by **A. SANTAELLA & CO.**

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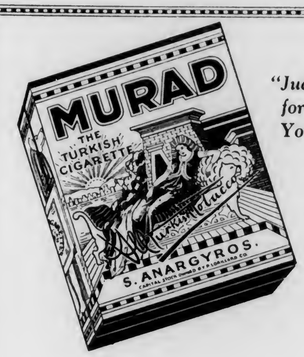

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LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
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TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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SUPERINTENDENT—MAN WITH 25 YEARS' EXPERIENCE desires position as cigar factory superintendent with reliable manufacturer. Address Box No. 479, "The Tobacco World."

The Tobacco World

Established 1881

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Gerald B. Hankins, Secretary

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CIGAR FLAVORS
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45 minutes' toasting develops its aristocratic flavor — the enormous production makes possible its democratic price

LUCKY STRIKE
"IT'S TOASTED"

Volume 45

THE TOBACCO WORLD

Number 7

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, APRIL 1, 1925 Foreign $3.50

EDITORIAL COMMENT

THE Internal Revenue Bureau figures showing the sales of cigar stamps for February are far from satisfactory and indicate that the anticipated turn of the business tide in the cigar industry has not yet taken place. If our observations of the industry's activity during March can be applied to the entire cigar field, then there is still much to be desired.

With decreased production there must be some increase in operating expenses, due to the distribution of overhead charges over a smaller volume. To many manufacturers this means a reduction in profits, and perhaps the elimination of any profit, temporarily.

Under such conditions there must be prompt adjustments and the reduction of costs wherever possible.

Some who have seen the handwriting on the wall are preparing for the concentration of production as quickly as possible; others have already done this and are consequently in a stronger position today than their competitors who have delayed this step.

When labor and rents were much lower than today, small branch factories imposed no great burden and gave the necessary relief to the demands of production. But today ten branch factories mean important items in costs. They mean ten foremen, ten shipping clerks, ten telephones, ten rentals, ten lighting and heating bills, and ten stocks of tobacco immeasurably larger than would be needed for the same production under one roof.

But to our minds cigar-making machinery has been knocking at the industry's door for several years with the solution. In some cases it has been heeded, and in others it has not. Those who heeded it are in a favorable position to meet the situation that still confronts the cigar manufacturer everywhere.

Cigar-making machinery is beyond the experimental stage. It offers the advantage of concentrated and standardized production. By careful operation machine factories will certainly show lower production costs. The concentration of production cuts down the overhead expense by quite an appreciable percentage.

Economies are essential in every line of business. In the cigar industry large production today is accompanied by a margin of profit that ten years ago would have been considered a joke. And today it takes only a slight fluctuation or business reverse to wipe that profit out entirely.

In the face of such a situation necessity compels the fortification of manufacturing to a point where a fair return on invested capital can be reasonably assured.

If there is a quick solution it is in the adoption of cigar-making machinery. Certainly, aside from the cost of material and supplies, the producing cost per thousand cigars is the vital factor.

How is the production cost to be reduced? Certainly labor is the fundamental factor, but does any manufacturer believe that wages can be reduced to provide stockholders with dividends?

There must be something radically wrong in a once highly profitable industry when its expenses of operation leave no room for profit except what can be salvaged by the utmost economies in the purchasing department and perhaps occasionally in a fortunate arrangement with labor.

For four years "a good five-cent cigar" has been looked upon as the solution to prosperity. Sacrifices have been made on every hand to enable the manufacturer to make a good five-cent cigar, and good five-cent cigars have been offered to the public. Some have met with success but the popularity of a few individual brands have utterly failed to bring the general level of cigar production to the point where it belongs.

Our conclusion is that the size of the army of smokers demanding a good five-cent cigar has been greatly over-estimated. The army of smokers who want a good ten-cent cigar seems much more dependable, if not as numerous.

Good cigars are within the smoker's reach at almost any price he is willing to pay. What has cooled his enthusiasm for the cigar? Even if there was an exceptional amount of inferior merchandise on the market a few years back, there ought to be a fresh crop of smokers coming along at sufficiently frequent intervals to keep the cigar business booming and prosperous.

It is true that the cigarette has no doubt captured a vast army of potential cigar smokers but we are unwilling to believe that a cigarette can take the place of a good cigar, and that no new cigar smokers are being created.

We do believe that finer quality and smaller sizes will be a big help. The bigger sizes surfeit the smoker too quickly and may encourage him to take to lighter forms of smoking. A man who eats a big piece of mince pie on top of a hearty meal and who suffers discomfort or indigestion as a result, is much less likely to order it again that the man who has a small serving which comfortably tops off the meal with no ill effects.

If we make a careful study of what the public demands, we will often find that competition is the real name for "public demand," and that as a matter of fact the public never demanded it at all.

BAYUK CAMPAIGN MEETING WITH SUCCESS

The "Its Ripe Tobacco" advertising campaign being put on by Bayuk Cigars, Incorporated, is meeting with gratifying success, according to reports from headquarters. Inquiries are being received from all parts of the country, and, in some instances, from places where it would not be profitable to have a salesman make regular trips, showing that intense interest is being aroused, and prospects are bright for a substantial increase in the sale of Bayuk brands for 1925.

DUSEL, GOODLOE TAKES "HENRY FOURTH"

Victor Lopez, of the Preferred-Havana Tobacco Company, has closed a deal with the well-known distributing firm of Dusel, Goodloe & Company whereby they will in the future distribute "Henry the Fourth" in Philadelphia and surrounding territory, including Atlantic City, where they maintain a branch.

J. H. ALTMAN REPRESENTS ANDRES DIAZ

J. H. Altman has been added to the sales force of Andres Diaz & Company, Tampa, Fla., and will cover Philadelphia and surrounding territory in the interest of their "La Flor de Andres Diaz," a new brand which they are putting on the market. David G. Levy and Louis Gray have already taken on this brand in Philadelphia and they report it is taking on well.

Ben Podolnick, who was recently with the Congress Cigar Company, and also George Zifferblatt, has joined the sales force of Dusel, Goodloe & Company, and the affiliated company of Duncan & Moorehead, distributors of "Natural Bloom," "Henry the Fourth," "Blackstone," "Antonio" and "Cleopatra," and other imported and domestic clear Havana cigars.

Jimmie Goldwater, of Harry Blum, manufacturer of "Natural Bloom" cigars, spent the past week in Atlantic City, visiting the distributor of "Natural Blooms."

Alexander McIntyre has been added to the sales force of the Atlantic City branch of Dusel, Goodloe & Company.

E. H. Briody, of Kraus & Company, Baltimore, was a visitor in Philadelphia last week, and dropped in at the offices of Dusel, Goodloe & Company, North Seventh Street.

Ben R. Lichty Dead

THE legion of friends of Ben R. Lichty, chairman of the board of directors of Otto Eisenlohr & Brothers, Incorporated, suffered a tremendous shock when the news of his death on March 28th became known. During the week he remained at home with what appeared to be a slight cold. It developed into acute pneumonia and he passed away very suddenly on Saturday afternoon, March 28th, at his home in Grays Lane, Haverford, Pa.

Samuel T. Gilbert, president of Otto Eisenlohr & Brothers, Incorporated, had sailed on the "Olympic" on Saturday morning for the Sumatra and Java inscriptions in Holland. The sad news was conveyed to him by wireless.

Mr. Lichty was born in Waterloo, Iowa. In 1904 he graduated from Princeton University and shortly afterwards returned to Waterloo and entered business with the wholesale grocery firm of Smith, Lichty & Hillman. His father, George H. Lichty, is president of the firm, and his brother, Burr G. Lichty, is secretary.

Mr. Lichty started to learn the business at the very bottom and he worked in every department. From the warehouse he went to the office and then to the sales department. Throughout the entire routine of the various departments he was constantly acquiring an accurate knowledge of the handling and merchandising of groceries and cigars. Finally he was made secretary of the company.

Smith, Lichty & Hillman were distributors of the "Cinco" cigar, and the management of Otto Eisenlohr & Brothers had learned that the young secretary was a man of accomplishments and of unusual versatility.

He was offered a position with Otto Eisenlohr & Brothers with the title of assistant to the president. He accepted the offer and became officially connected with the firm on January 29, 1917.

Later he was made a director and a vice-president of the company. In 1919 he was made general manager.

In 1922, when Charles J. Eisenlohr retired from active promotion of the company's affairs, Mr. Lichty was elected to the presidency. In August, 1924, he became chairman of the board of directors.

Mr. Lichty was a man of pleasing personality and was well liked throughout the industry. His death leaves a void difficult to fill because of an individuality and forcefulness of character that was his.

Mr. Lichty was an Elk, a member of the Manufacturers' Club, Racquet Club, Philadelphia Country Club, Merion Cricket and Princeton Clubs.

Funeral services were held at his home on Grays Lane, Haverford, Pa., on Tuesday morning at 11 o'clock.

Among the prominent tobacco men who attended were Charles E. Eisenlohr, Sam T. Gates (Webster Cigar Company), Joseph Gallagher, Joseph Cullman, Jr., Charles Bobrow, Wesley Pike (Bobrow Brothers, Incorporated), H. M. Donovan (Donovan-Armstrong Advertising Agency), John Williams (Victory Cigar Company), and H. C. Eimerbrink (Yocum Brothers). Interment was private.

He is survived by a widow and three children, two sons and a daughter.

PHILADELPHIA NEWS

WHILE the operation of cigar manufacturing plants in all sections of the United States has been somewhat curtailed during the past month or so, business conditions in other lines of manufacturing were displaying an increasing trend.

The present year started, in comparison with January, 1924, with an increase of over eleven per cent. in iron production and a gain of about two and one-half per cent. in freight car loadings, and of thirteen to fourteen per cent. increase in sales of mail order houses, and retail sales in general lines of about seventeen per cent.

There is a feeling in some channels that there has been so much merchandise manufactured in the past year or so, that there is no reason for an increase in business on account of the scarcity of merchandise.

It is also said that building operations this year so far are less in some sections and that automobile production is about one-fourth less than a year ago and that buyers are more conservative than for several months past.

Manufacturers at all times regulate their production to the buying power of the public, and automobile production is now on an increased basis, and the building trades are showing large increased activity, which had been retarded principally by weather conditions, and buyers are filling their requirements.

Bank deposits show an increase of about fifteen per cent. during the past year, and naturally indicates that bank deposits per capita are substantially higher, as population has increased less than two per cent. in the same period.

The purchasing power of the country this year is, therefore, greater than in 1924, as the individual with a larger average bank balance will spend more than if that balance was smaller, and this would indicate favorably towards increased buying and greater activity among retailers and manufacturers.

Many stock and bond issues have been made, covering loans amounting to billions of dollars, and these funds have not as yet been fully put in circulation where it will reach the ultimate consumer, and when these funds are expended for payrolls, etc., there will be more activity in the retail channels.

Recently at a dinner in Philadelphia, Robert S. Binkerd, vice-chairman of the Committee on Public Relations of the Eastern Railroads, made the statement that "This year promises to be one of great prosperity for business and industry in this country and the railroads are doing their utmost to keep up with the developments in industry.

"A development program entailing an expenditure of three and one-half billion dollars during 1925 will be carried into effect by the Eastern Railroads.

"During the past four years the railroads of this country spent more than three billion dollars for the purchase of equipment, etc., and this year alone the expenditures will be greater than that."

Roger W. Babson in his recent report on business conditions states that on his visit to thirteen Western States he found that "Conditions in most of the middle Western States are very much better than at last year this time.

"It is true that Iowa, Nebraska and certain other corn States have not yet benefited much from the high cereal prices, owing to the small corn crop, but certain wheat States such as the Dakotas and Minnesota are in very much better condition than they have been for years."

Taking this territory as a whole, business is five per cent. above normal and the farmers should receive about nine per cent. more money than last year.

We should give great thought to the importance attached to the statement made by Representative Green, chairman of the House Ways and Means Committee, at Washington, recently, that the outlook was favorable for a reduction on income taxes next year and that the surtax rates would go to a twenty-five per cent. maximum.

So far the small taxpayer has been the one most benefited by tax reductions and it will be the large taxpayer as well who will be benefited by the next cut.

This announcement of Representative Green of the probable reduction of taxes in 1926 will affect the fiscal year of 1925, and would mean that when March, 1926, arrives there will be a reduction of at least twenty-five per cent. in taxes all around and big business will pay on a basis of a maximum of twenty-five per cent. instead of forty per cent. as at present.

Under these conditions the natural trend of business will be to expand as business men will go ahead with expansion programs and investors will aid and support all productive enterprises, they knowing that increased profits accruing from their trade expansions will not be subject to high tax rates.

This outlook for tax reductions has been brought about by economies in Government operation and increased receipts for taxes due to better business conditions so that the fiscal year ending June 30th, next, will show a surplus of about one hundred million dollars, and it is estimated that by June 30, 1926, the surplus will amount to about four hundred million dollars, including increased tax receipts which are bound to follow the expansion in business this year, which will be available for a tax reduction.

In Pennsylvania part-time operation is still evident in some lines of manufacturing and the unemployed are largely unskilled labor, but some industries such as iron and steel and in the building trades, are moving forward and have increased employment, absorbing a large amount of the unemployed.

Increased employment and larger payrolls always mean larger purchasing power of the individual which results in greater amounts of retail sales and we should, therefore, look for an increased demand for cigars and all tobacco products.

J. R.

BANDITS ROB CIGAR STORE

Three bandits held up Steve Brody and two customers in his cigar store at 901 North Franklin Street, late Thursday, March 19. They escaped after taking $53 and a diamond ring valued at $750 from one customer and $6 from the other.

The men drove up to the store in an automobile bearing a New Jersey license. One stood in the doorway as a lookout while the others robbed the customers, who are Samuel Stern, 1544 North Franklin Street, and Benjamin Nelson, 988 North Seventh Street.

Georgia Notes

Lester A. Friedman, local tobacco leaf buyer, expects to secure a new superintendent for his shade tobacco farming interests, and if his plans are fulfilled, expects to extend his leaf business here and take care of other varied interests. His business has grown extensively in the past few years and his operations have extended quite generally into other fields, hence his desire to let someone else take charge of his Florida shade tobacco farm. This farm is one of the best equipped and most adaptable plantations in this section.

W. C. Hudson, manager for Bunn & Williams, has returned from a short vacation and business trip to North Carolina. He will make a trip around the territory this month to interview the farmers who have agreed to raise bright leaf tobacco this season. Demonstrators in the field report that the plants are thriving and that there will be a sufficiency to plant more than the 3450 acres contracted for in this territory.

Application for charter for the Bainbridge Bright Leaf Tobacco Company, has been made to the Superior Court of this district. The application sets out that the intention of the new company is to build a warehouse for the sale of bright leaf tobacco at Bainbridge. Capitalization of the new company will be $15,000 with privilege of increase to $100,000. Messrs. C. S. Hodges, Lester C. Bush, and Jno. R. Wilson, are the committee in charge of the charter proceedings and incorporators named are C. S. Hodges, H. J. Bruton, J. M. Simmons, M. H. Nussbaum, E. J. Perry, W. A. Wheeler and associates. E. J. Perry has been named temporary chairman and F. S. Jones temporary secretary-treasurer of the new company, until the charter has been accepted and permanent officers elected. Messrs. W. A. Wheeler, H. J. Bruton, C. S. Hodges, F. S. Jones, J. C. Lane, Dr. R. F. Wheat, Melvin H. Nussbaum and Chairman E. J. Perry, are the committee appointed to have charge of plans and specifications and obtain bids, select a site and do other necessary things incident to the location and building of the warehouse. This committee is to report to the stockholders of the new company the latter part of this month. The warehouse has already been leased to Bunn & Williams of Tarboro, N. C., who will be the actual operators of the property this year. This company has a privilege of four more years of operation.

Under the auspices of the Bainbridge Board of Trade and county agent Sawyer together with the state college of agriculture, a tobacco conference was held at the Court House, Bainbridge, Wednesday, March 12th. This meeting was addressed by Prof. E. C. Westbrook, tobacco specialist of the state college of agriculture; J. C. Hart, tobacco specialist U. S. Dept. of Agriculture, located at Tifton, Ga., experiment station; J. M. Purdom, tobacco specialist of the Atlantic Coast Line Railroad, and others of prominence in the industry in this section. Similar conferences have been scheduled for March at Moultrie, Cairo, Thomasville, Valdosta, Waycross, Albany and Sylvester, Georgia, and it is expected by this means, to give considerable impetus to the bright leaf tobacco industry in South Georgia.

Reports from Cantey & Speight, the American Sumatra Company, the Decatur County Tobacco Company, and other growers of shade tobacco, indicate that preparations for this season's crop are progressing satisfactorily. These packers and growers expect a high quality of tobacco this year and a good price.

Messrs. C. S. Hodges, H. J. Bruton, F. S. Jones, M. H. Nussbaum, Secretary L. C. Bush of the Bainbridge Board of Trade, Dr. R. F. Wheat, J. C. Lane, and others went to Quincy, Fla., Friday, to look over the bright leaf tobacco warehouse at that point. The purpose of the visit was to get information as to the building and equipment of a warehouse, preparatory to submitting definite plans to the stockholders of the Bainbridge Bright Leaf Tobacco Company, for a warehouse. Similar trips will be made to other warehouse locations in South Georgia.

"JIM" BURK PASSES AWAY

James W. Burk, better known as "Jim," one of the oldest employees of Otto Eisenlohr & Brothers, Incorporated, passed away suddenly on Thursday night, March 19th, while visiting at the home of a friend.

He had been in the employ of Otto Eisenlohr & Brothers and their predecessor, William Eisenlohr, for fifty-nine years, and was the official tester of their cigars. It was no uncommon sight to see him with three or four cigars between his fingers and smoking them all at the same time. A short time ago he estimated that he had smoked 350,000 cigars in his lifetime, and he could judge with accuracy just what blend of tobaccos was contained in a cigar after he had smoked it.

GILBERT SAILS FOR AMSTERDAM

Sam T. Gilbert, president of Otto Eisenlohr & Brothers, Incorporated, and The Webster Cigar Company, sailed from New York City on Saturday, March 28th, for Europe, where he will attend the Java and Sumatra inscriptions in Holland. Mr. Gilbert's companies are large users of Java wrappers and it is his intention to make his own selection of leaf for his wrappers. He was accompanied by Mark Levine, of the leaf tobacco firm of H. Duys & Company, New York, who will give Mr. Gilbert every assistance in making his selections.

RADCLIFFE GIRLS WANT SMOKING ROOM

Boston, Mass.

A petition is being circulated asking the faculty to provide smoking rooms in the dormitories at Radcliffe College.

Smoking is, and always has been, strictly forbidden by the faculty. That circumstance influenced the bold request.

College leaders insist secret smoking goes on and that the very ban against it creates a danger, which proper restrictions and facilities will eliminate. The risk, they say, lies in the girls being driven to smoke in their own small bedrooms, especially after the faculty members have gone to bed.

CONGRESS STARTS GIANT CAMPAIGN

On March 15th the Congress Cigar Company started a tremendous advertising campaign which will put the name of the "La Palina" cigar before the people from coast to coast. Newspapers and billboards will be used.

BUSINESS BUILDING

By A. E. PHARO

PENN'S charter of Pennsylvania came to light recently and the people of the state raised twenty-five thousand berries, purchased the famous document and deposited it in Harrisburg.

Penn was one of the greatest peacemakers in history. In other states the whites fought the Indians. Penn made friends with them.

How?

Why, he smoked the pipe of peace and kept his word. That's all. Very simple, but it worked.

Ramsay McDonald, when head of England, stated that when discussing difficult matters with the head of France, they would quietly light up their jimmie pipes, smoke a few minutes, and lo, the hard nut was easily cracked.

Then there is Dawes and his pipe. They made peace in Europe when the whole shooting match was getting ready to begin shooting again.

What magic enticement is it that resides in mild tobacco slowly smoked?

It cools the passions, causes the light of reason to shine through dark clouds, brings warm and friendly smiles to cold and hostile eyes. Chases harsh discord and ushers gentle peace.

Push your pipe business, friend dealer, and war's harsh horrors will forever disappear.

An article in a trade journal before me states the increase in business of a few chain stores, comparing last month with the corresponding month of last year.

One store made an increase of two million berries. Another, three-quarters of a million, and another, half a million.

What is your supercussion to this? How do you react?

Do you contemptuously pitch it into the limbo of forgetfulness, and turn quickly to another page? If you have made an increase of a million dollars, or even half a million, in sales, you are justified in giving it the careless treatment. But if you fell short of this—well, why, then, I think a little agitation of the thinkery is strictly in order.

Smart men tell us—and even the young men in their 'teens, who know twice as much as their elders—tell us that any man whose business is standing still is going backward. And they also tell us that to go backward is dangerous, oh, very dangerous! For the bogeyman is hid in that bush just behind us.

The only safe thing is "hep, hep, hep, forward, march; lively there."

Let us all play safe in this great game. Our name is "Joy" if we win; it is "Goterel" if we lose. Read the Business Building Department. Get enthused. Get interested. Get hepped. Shed the coat, shed the collar. Sail in. Win.

Study these figures . . .

. . . they tell a story

CIGAR LEAF TOBACCOS

	Pre-war annual production	1923 average production	Loss	Gain
Porto Rico	11,000,000 lbs.	28,000,000 lbs.	....	154%*
Philippines	65,004,000 lbs.	69,800,000 lbs.	....	7%
Cuba	73,666,000 lbs.	41,013,000 lbs.	44%	.....
Dutch East Indies	140,138,925 lbs.	129,870,000 lbs.	7%	.....
Mexico	25,000,000 lbs.	13,200,000 lbs.	47%	.....

*Porto Rican tobacco is the only type of imported cigar leaf showing a substantial increase in production since pre-war days. A small part of this production is used in Porto Rico, but the most of it is used in the United States.

Those manufacturers who have tried Porto Rican tobacco, have year after year bought in increasing quantities.

To protect buyers of Porto Rican tobacco the Government requires the affixing of a Government Guarantee Stamp to every box of cigars and every bale or barrel of tobacco leaving Porto Rico. Look for these stamps.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
136 WATER STREET, NEW YORK

Tel. John 1379

"experienced wonderful success"

JOHN H SWISHER — CARL S. SWISHER

Jno. H. Swisher & Son
CIGAR MANUFACTURERS
Newark, Ohio

TOBACCO DIVISION
H. B. COULTER
REG. NO. 3, 11TH DIST. OHIO.

January 3rd, 1925.

Universal Tobacco Machine Company,
116 West 32nd Street,
New York City, N.Y.

Gentlemen:

In connection with our order for your Model L Universal Scrap Bunching Machines and equipment for the year 1924 against which you have already shipped 10 machines to our Jacksonville, Florida factory, please ship immediately 30 additional of your Model L Universal Scrap Bunching Machines to our Jacksonville, Florida factory and follow same with 20 more machines to our Wellston, Ohio factory which 50 machines will complete this order.

You will find enclosed your contract for our additional Model L Bunching Machine requirements for the first six months of the year 1925 in connection with which we will favor you with shipping instructions for delivery prior to July 1st, starting in immediately following your completion of deliveries against our 1924 contract.

Needless to say we have experienced wonderful success with your Model L Universal Scrap Bunching Machines and it is our intention to equip all of our factories with your Model L just as fast as we can secure deliveries on this equipment.

Adding very kind regards, we are

Yours very truly,

JNO. H. SWISHER & SON

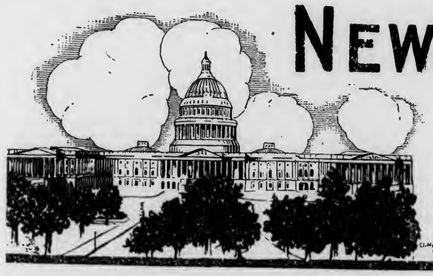
BY A. B. Coulter

HBC:LMK.

After all nothing satisfies like a good cigar

Price
$850
Complete
F. O. B. Factory
Newark, N. J.

Universal Tobacco Machine Co.
116 West 32nd Street, New York
Factory, Newark, N. J.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Federal Trade Commission Receives Commendatory Data in Reference to Alleged Combination of American Tobacco Company and Imperial Tobacco Company

A great deal of data bearing upon the charges made that the American Tobacco Company has entered into agreements with the Imperial Tobacco Company of England whereby competition between them in the purchasing of tobacco has been lessened, is being received by the Federal Trade Commission from co-operative tobacco associations, independent growers, tobacco buyers, chambers of commerce and other individuals and organizations in Virginia, North and South Carolina, Kentucky, Tennessee, West Virginia, Indiana and Ohio.

The Trade Commission is conducting an investigation of the charges made against these companies under the direction of a resolution adopted by the Senate at the last session of Congress. Representatives of the Commission have been sent into the states named to gather first-hand information with a view to submitting a report to the President on or before July 1, next.

The Senate resolution directs the commission to find out whether or not there is an agreement between these two companies that the American company will sell no tobacco in Great Britain and the British company will not invade commercial America, and if such an agreement does exist, whether it does give the British company a monopoly of certain types of tobacco grown in the states named, other varieties being left exclusively for the American company. The commission has also been asked to ascertain whether or not these two big tobacco companies have an agreement to discourage with a view of destroying the co-operative associations by purchasing leaf tobacco from non-members of the associations at higher prices than are paid to members and have induced and encouraged breaches of contract between individual members and their associations.

The commission is also directed to investigate alleged inter-relations of these two companies in ownership, control, direction and financing, and management of bonds, stocks and other securities, or through interlocking directorates, and particularly to look into all matters having to do with the alleged fight they are credited with waging upon the co-operatives.

Not all of the data being received by the commission from its correspondents is against the companies for many resolutions have been received by the trade body in which the policies of the Imperial Tobacco Company are commended. One such resolution from the Rocky Mount (N. C.) Chamber of Commerce said in part, "In view of the fact that all the company's capital is foreign, it appears to us that it should be allowed to buy its tobacco in its own way rather than that we should pursue a policy to cause this company to seek a supply of tobacco in other foreign countries. We desire to express our confidence in the company's integrity and fair dealing, and we request the Federal Trade Commission to go into the proposed investigation with an open mind, to see that the company gets fair and impartial treatment."

This organization pointed out that the company has bought very little tobacco from dealers, preferring that its own trained buyers select and grade its purchases on the auction sales floors so as to determine its well-established grades, and also to condition its tobacco in its own factories, with its own improved machinery for the best advantage of shipping abroad.

Coraza Company Asks Federal Trade Commission to Dismiss Complaint

Dismissal of its complaint on the ground that another branch of the Government has sanctioned the practice complained of is asked of the Federal Trade Commission by the Coraza Cigar Company, in its answer to charges of unfair methods of competition through the use of the title "Marshall Field," in connection with a portrait of Marshall Field, deceased, and a seal or coat-of-arms, as a name for cigars manufactured by it.

The company points out that an application for a trade-mark on cigars, consisting of the name, portrait and seal complained of, was filed with the United States Patent Office in 1923, and a formal notice of opposition was filed by Marshall Field, a living grandson of Marshall Field, deceased, and another by Marshall Field and Company, a corporation. Arguments were heard before the Examiner of Interferences, who formally dismissed both opposition cases, allowing the opposers time to appeal. The opposers failed to file an appeal and the trade-mark was allowed. Under the express provisions of the Trade-Mark Act, therefore, the respondent has a statutory right to the use of the name and portrait as a trade-mark for cigars, it is declared.

Federal Trade Commission to Investigate Combinations Formed Abroad by American Business Firms

An investigation by the Federal Trade Commission of the combinations being formed abroad by American business, commercial and financial interests in alleged violation of anti-trust laws, is sought by Senator Ladd of North Dakota in a resolution introduced during the special session of the Senate. Action

(Continued on page 14)

The first thing he sees....

A pack of cigars, wrapped in transparent Cellophane—a good idea!

Cellophane is a new and unusual wrapping material of absolute transparency; strong, durable and impervious to grease or dirt.

A MAN approaches a cigar stand. Either he knows what he wants—or he doesn't. At any rate, the first thing he *sees* is a bright pack of cigars, displayed in a transparent Cellophane wrap.

They look what they are: a good smoke in a convenient package. There's a sure, quick sale for you!

Cellophane definitely increases the value of tobacco products. It makes them visible; it puts them on a counter; it advertises them; it keeps them attractive and clean.

Send us a sample of your product. Let us show you how Cellophane opens up new profitable units, increases sales.

DU PONT CELLOPHANE CO., Inc.

Sales Offices:
40 West 40th Street, New York City
Plant and Executive Offices: **Buffalo, New York**

Canadian Agents:
WM. B. STEWART & SONS
64 Wellington St., W., Toronto, Canada

DUPONT CELLOPHANE

News from Congress

(Continued from page 12)

on the question, however, cannot be taken until next session.

The Senator, in introducing his measure, pointed out that the Government is endeavoring to help American business organizations to find markets for their products abroad, but it has been alleged that American business interests are establishing themselves in many foreign countries in combination with similar business interests in those countries. He would have the commission ascertain the amount of investment made by American interests abroad in connection with such combinations and trade organizations, the extent to which they are working with foreign combinations, and whether in any cases American goods are sold cheaper to foreign customers as a means of maintaining the prices of such goods in this country.

Supreme Court Affirms Tax Refund to Lorillard Company

The United States Supreme Court today approved the action of the Court of Claims in awarding judgment for $145,397 to the P. Lorillard Company to cover drawback of tax paid by this company upon 153,050,000 cigarettes exported by it after the tax had been paid.

A tax of $2.05 per thousand had been paid upon these cigarettes when Congress by Act of February 24, 1919, raised the tax to $3.00 per thousand. Section 702 of that Act provided that if the goods had been removed from the factory and were held for sale on the day after the Act, a floor tax equal to the difference between the sum already paid and $3.00 was to be paid. These goods had been removed and the company, having previously paid $2.05, paid the additional ninety-five cents.

The goods were exported, but the Commissioner of Internal Revenue allowed drawback only of $2.05. The Supreme Court declared that the argument for the Government stands on a strict adhesion to the letter of the statute giving the drawback and a narrow interpretation of even the letter of the Act. It contended that only the value of the stamps attached before the removal from the factory can be recovered, and while admitting that the second payment made after the stamps had been bought and attached can be taken as adding to their value, it denies that the payment of what the statute calls a floor tax, paid after removal of the goods, can be added in a similar way. The company had first paid a tax of $1.25 per thousand, attaching stamps to the product on that basis. The rate was increased to $2.05 by Act of October 3, 1917, the company paying the difference without attaching new stamps. This was allowed.

"When it is considered that at the time the Act allowing the drawback was passed the tax was collected wholly by stamps, it seems evident that Congress meant to carry the policy of the Constitution against taxing exports beyond its strict requirement and to let the event decide about the tax," the Supreme Court held. "In this case if the cigarettes still had been in the factory, the additional payment would have been treated as made for the stamps already on, if that fiction was necessary to secure the rebate. We see no insuperable difficulty in adopting the same device for a payment of the same amount under the same Act by the same people for the same goods, after they had left the factory. And if the payment should be made by a third person who had purchased from the manufacturer it seems to us that if necessary he also might be taken to stand in the manufacturer's shoes, and still to make the payment on account of the stamps."

Federal Trade Commission Decides to Modify Rules of Procedure

Modification of its rules of procedure in two very important respects has been decided upon by the Federal Trade Commission in an effort to reduce the volume of work, which in the past few years has increased tremendously, to a point where much of the delay now incident to the handling of cases can be eliminated. The changes also will lessen the damage to business men from the publication of formal complaints of unfair practices which are later dismissed as unfounded.

One of the changes adopted provides that the commission hereafter shall accept no cases of alleged unfair practices where the complaint grows out of a purely trade controversy redressable in the courts, except where the practices complained of substantially tend to suppress competition as affecting the public. This will materially narrow the scope of the commission's operations.

The other and, from the point of view of the business man, the most important change is that providing that respondents shall be permitted informally to present their side of a case to the commission before a formal complaint is issued. Heretofore a complaint has been issued first and the respondent heard afterwards; the new method, it is expected, will materially lessen the number of complaints to be issued, since many now issued are later dismissed, and in cases where no complaint ensues the person or concern at interest will be saved from much adverse publicity.

CIGAR MACHINERY MAN DECORATED BY FRENCH GOVERNMENT

Rufus L. Patterson, president of the American Machine and Foundry Company and formerly associated with James B. Duke as inventor and expert on tobacco machinery, was made a knight of the Legion of Honor on Saturday, March 21, by Emile Daeschner, French Ambassador to the United States. Mr. Patterson's home is at 15 East Sixty-fifth Street, New York City. Some of his inventions and machinery produced by the company he heads, are in use by the state tobacco factories in France.

made good

WITH MAN AFTER MAN

The fastest way to win good will is to push

LA PALINA CIGAR

CONGRESS CIGAR COMPANY, Philadelphia

An old tobacco secret re-discovered—

1870— Wellman's famous old secret

1921— revived for Granger

1924— a popular seller in 32 states—a quarter-million smokers

A new richness from an old-time process

Made for pipes—cut for pipes—packed sensibly to save money

NOW it can be told. Three years ago we decided to revive a famous old secret method of mellowing tobacco—"Wellman's Method", it was called.

For three years we have been quietly trying it out—we, and about a quarter-million shrewd pipe-smokers who discovered it for themselves.

No whirlwind campaigns, no "special offers", no extravagant claims; Granger Rough Cut has made good on its taste alone. There could be no better proof of its quality.

Now we are ready to "tell the world"

An extraordinary pipe tobacco. "Wellman's Method"—now ours exclusively—not only mellows tobacco, but "rounds it out"—gives it a new taste, richer and milder. There's no other method like it, nor any other tobacco like Granger.

And not only differently mellowed, but cut differently—cut for *pipes*. The Rough Cut burns more slowly, hence smokes cooler—and a pipe-load lasts nearly twice as long.

And finally—notice the package.

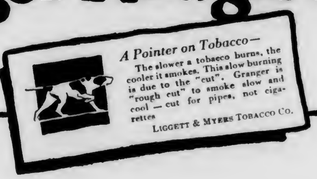
If Granger Rough Cut were packed in fancy lithographed tins, it would cost 15 cents.

But wrapped in smart heavy foil, you get this fuller, longer, cooler smoke at a *third* less cost. Foil instead of costly tin—hence the price.

Too good to be true? Ask any man who has tried it. Better yet—get out your pipe!

10¢

Granger Rough Cut


A Pointer on Tobacco—
The slower a tobacco burns, the cooler it smokes. This slow burning is due to the "cut". Granger is "rough cut" to smoke slow and cool—cut for pipes, not cigarettes
LIGGETT & MYERS TOBACCO CO.

FEBRUARY PRODUCTION DECLINES 45,000,000 UNDER 1924

March 24, 1925.

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of February, 1925, and are issued by the Bureau. (Figures for February, 1925, are subject to revision until published in the annual report.)

Products		*February, 1924*	*February, 1925*
Cigars (large):			
Class A	No.	203,652,970	194,143,295
Class B	No.	104,210,373	83,372,057
Class C	No.	180,806,032	162,906,540
Class D	No.	8,607,441	9,009,263
Class E	No.	1,519,497	2,131,123
Total	No.	498,796,313	451,562,278
Cigars (small)	No.	44,696,080	34,682,140
Cigarettes (large)	No.	1,107,124	660,401
Cigarettes (small)	No.	4,854,526,620	5,681,227,300
Snuff, manufactured	lbs.	4,133,832	3,692,904
Tobacco, manufactured	lbs.	31,218,840	29,479,348

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in enclosed supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of February:

Products		*February, 1924*	*February, 1925*
Cigars (large):			
Class A	No.	7,084,475	10,135,080
Class B	No.	325,425	472,450
Class C	No.	1,228,010	798,240
Class D	No.	2,700	9,550
Total	No.	8,640,610	11,415,320
Cigars (small)	No.	1,000,000	1,000,000
Cigarettes (large)	No.	759,650	100,000
Cigarettes (small)	No.	5,000	40,150

Tax-paid products from the Philippine Islands for the month of February:

Products		*February, 1924*	*February, 1925*
Cigars (large):			
Class A	No.	13,183,485	14,164,313
Class B	No.	327,715	263,440
Class C	No.	122,508	109,694
Class D	No.	50	1,283
Class E	No.	211	85
Total	No.	13,633,969	14,538,815
Cigarettes (small)	No.	55,537	84,250
Tobacco, manufactured	lbs.	4	36

Note: Quantities of tax-paid products shown in above statement are inlicated by stamp sales reported for the month.

GENERAL CIGAR EARNINGS

The net income of the General Cigar Company, New York, Robert Burns, Owl cigars, etc., is reported as $2,763,850 for 1924, after charges, federal taxes, etc. This is comparable with $2,938,285 earned in 1923.

EGYPT AS A TOBACCO CONSUMER

Trade Commissioner Richard A. May, Alexandria

The culture of tobacco in Egypt is forbidden by law, but the country has a large cigarette manufacturing industry which is responsible for the annual consumption of great quantities of imported leaf. Prior to the World War this consumption amounted to about 19,000,000 pounds a year. Since the war it has not been quite so heavy, amounting in 1921 to 17,400,000 pounds; in 1922, to 16,500,000 pounds; in 1923, to 15,800,000 pounds, and during eleven months of 1924, to 14,900,000 pounds.

Decline in Cigarette Export Trade

This gradual decline in the imports of the raw product is reflected directly in the volume of cigarette exports, which before the war averaged more than a million pounds a year and dropped in 1921 to 877,000 pounds, in 1922 to 779,000 pounds, in 1923, to 414,000 pounds, and during eleven months of 1924, to less than 300,000 pounds.

Two underlying reasons may be assigned for this decrease in the Egyptian cigarette export trade. The United States and many European countries which before the war were large consumers of Egyptian cigarettes have levied increased customs duties on imported cigarettes. Moreover, Egypt has changed its local manufacture of cigarettes from a hand industry to a machine industry, thereby robbing it of a certain uniqueness enjoyed when Egypt's exports of cigarettes ranked second only to its exports of cotton.

Local Cigarette Industry Developed Along Modern Lines

The Egyptian cigarette manufacturing industry, which consumes practically all of the Egyptian leaf tobacco imports, is extremely well organized according to latest principles of management and operation. The large modern cigarette factories at Alexandria, Cairo and Zagazig in the Delta are owned and managed by resident Greeks, Armenians and Syrians. Many of the local factories maintain their own retail shops throughout the principal merchandise centers of Egypt. The Egyptian cigarette industry is thoroughly modern in every respect and offers exceptional opportunities to American tobacco growers and exporters as a serious export market.

In contrast with the heavy losses in the cigarette exports of Egypt there has been an increase in the domestic consumption. It is estimated that the local industries are using approximately eighty-five per cent. as much leaf tobacco today as they did ten or twelve years ago, practically all of which is prepared for local consumption, whereas only a small amount was consumed locally before the war. Furthermore, Egypt's imports of foreign cigarettes have increased from 139,000 pounds in 1913, to 351,000 pounds in 1923, and to 300,000 pounds in eleven months of 1924. Increasing prosperity, which has put the manufactured cigarette within the reach of even the poorest fellaheen, and intensive advertising have been strong contributory factors in the increased domestic consumption.

Market Competition Based Largely on Price

Before the war, Egypt imported its supply of raw leaf from Turkey, Greece, Russia and Austria-Hungary, named in the order of their importance. Since 1920, Greece, China, Russia and Turkey have furnished fully ninety per cent. of the supply, with Greece occupying the first place instead of second; China taking the position which Greece maintained in 1909-1913, and Turkey standing last instead of first. The share of the United States in Egypt's imports of leaf tobacco is infinitesimal, never even approximating one per cent. of the total, but the wide range of countries from which Egypt does import tobacco should be an indication that the Egyptian market is not restricted to any one type, grade or quality, and that there should be great possibilities for developing a larger market for American types.

Although the quality and aroma of the reputed Egyptian cigarette of pre-war times is quite different from most American brands, it is equally true that since the war the market for distinctly Egyptian cigarettes has become less and less important. Indeed, the Egyptian manufacturers' and consumers' market as well has changed from an established quality market to a price market, where competition is extremely keen and where blend is more or less secondary to price.

Relative Prices of Imported Tobaccos

The following figures indicating the average prices of tobacco imported from the principal countries of origin, compared with prices of tobacco from the United States, show that the price differential is slight.

Comparative prices of Egypt's imported tobacco.

Countries	*Price per kilo, during first ten months of— 1923*	*1924*
Bulgaria	£ E. 0.2314	£ E. 0.2879
China	.1628	.2027
Greece	.2053	.2197
Japan	.1502	.1913
Russia	.2195	.2724
Turkey	.2509	.3346
United States	.2105	.2676

It will be noted from the table that the most expensive tobaccos on the Egyptian market come from Turkey, and the cheapest from Japan, China and Greece. The finest individual quality of tobacco going into Egyptian cigarettes, however, comes from Greece.

(To be Continued.)

LANCASTER COUNTY GROWERS PLAN FORMING CO-OPERATIVE ASSOCIATION

Lancaster, Pa., March 24.

Lancaster county farmers, after nearly five years of agitation, today took the first steps towards forming a co-operative tobacco marketing association in this county. The decision followed two days of meetings and discussions.

Action came in the shape of a resolution empowering John Brubaker, president of the Lancaster County Bureau, to appoint a committee of bankers and business men whose duty it will be to name a committee of not more than twenty-five growers who will lay the foundation for the marketing plan.

The committee consists of John J. Bair, merchant; Ira H. Bare, cashier Fulton National Bank; John J. Evans, general manager Armstrong Cork Company; John Hertzler, president Lancaster Trust Company; W. J. Newhauser, Farmers' Trust Company, and B. B. Wolf, merchant and civic leader.

AMERICAN SNUFF DIVIDEND

On March 4 dividents of one and one-half per cent. on the preferred stock and three per cent. on the common stock of the American Snuff Company, were declared. These dividends are payable April 1 to stockholders of record at the close of business March 13.

SOUTH GEORGIA PROSPECTS

Thomasville, Georgia, March 24, 1925.

Tobacco planting is going on in full swing this week, planting was begun last Monday, March 16, in practically every section of the district.

Plants are plentiful in most sections and of nice size for transplanting, and most of the growers had their ground in fine shape. We have had good seasons in all sections for transplanting. Quite a good many transplanters are being used but a majority of the setting is being done by hand.

The first setting is looking good on the hill. It has started off nicely and bids fair to make a good stand, and looks as if very little re-setting will have to be done. At this writing we estimate about fifty per cent. of the crop has been set and with favorable weather conditions for setting we believe the entire crop in South Georgia district will be in the ground by April 1st.

A great deal of interest is being taken in the crop this year and the acreage is very largely increased. In fact, we think, the acreage will be double that of last year.

There will be several new markets in South Georgia to open this season. Thomasville will be one of them and we expect a large quantity of tobacco to be handled here.

Thomas County Tobacco Warehouse Company.

ALL BRANCHES OF THE INDUSTRY SHOW KEENEST INTEREST IN COMING T. M. A. WASHINGTON CONVENTION

All branches of the industry are showing such marked interest in the coming T. M. A. Convention to be held at the New Willard Hotel, Washington, D. C., on May 14th and 15th next that it is expected all previous attendance records will be broken.

In a communication to the trade issued today, Managing Director Charles Dushkind says:

"It is with real pleasure that we advise that the responses already received indicate that the attendance at our coming convention will be even greater than that at our last in which well over 400 of the leading representatives of our industry participated.

"Consequently, inasmuch as the hotel accommodations available in Washington are not unlimited, may we not suggest the advisability of arranging for your hotel accommodations as soon as possible.

"While the convention opens on the morning of May 14th, we hope that you are planning to reach Washington on the evening of the 13th so as to avail yourself of the opportunity of spending that evening in renewing friendships, making new acquaintances, etc. In ordering your hotel reservations, therefore, please bear this in mind and specify the 13th if you intend arriving that evening, otherwise your accommodations will probably not be available until the evening of the 14th."

While the previous conventions of the T. M. A. have always been exceptionally well attended, the coming event is to be of double significance for the T. M. A. will at the same time have occasion to celebrate the first decade of its existence.

Definite arrangements for the convention as well as the banquet have not yet been completed but will be announced in due course.

A real "get-together meeting" is expected.

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE
Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."
Loudon Mfg. Co. Grand Rapids, Mich.

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CIGAR BOXES
109 N. Orianna Street
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Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE ***JARSO*** MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

JUST ME:—44,129. For all tobacco products. March 11, 1925. Geo. Schlegel, Inc., New York, N. Y.

BEAUCREST:—44,130. For all tobacco products. March 11, 1925. American Litho. Co., New York, N. Y.

SEPPALA:—44,131. For all tobacco products. February 18, 1925. Faber, Coe & Gregg, Inc., New York, N. Y.

FOREMOST:—44,132. For cigars. March 5, 1925. Hothorn Litsrodt Corporation, New York, N. Y. (The trade-mark or trade name, though apparently not heretofore registered in any of our Affiliated Bureaus, is claimed to have been in use by the American Exchange Cigar Co., New York, N. Y., and its predecessors since 1900, from whom title was derived by the registrant by a transfer February 27, 1925.)

L. F. C.—44,133. For cigars. March 16, 1925. H. Markowitz, Milwaukee, Wis.

WALTER CAMP:—44,134. For all tobacco products. March 17, 1925. American Litho. Co., New York, N. Y.

LILY DALE:—44,136. For cigars, cigarettes and tobacco. February 19, 1925. F. M. Howell & Co., Elmira, N. Y.

POLLY PRUE:—44,137. For cigars, cigarettes and tobacco. February 19, 1925. F. M. Howell & Co., Elmira, N. Y.

ZOSLA:—44,139. For cigarettes only. March 23, 1925. Pacific Oriental Tobacco Co., Los Angeles, Cal.

PAS TROP MAL:—44,140. For cigars, cigarettes, cheroots, tobacco and tobacco mixture. March 23, 1925. Emile P. Angot, New York, N. Y.

TRANSFERS

COLONIAL KING:—30,709 (Tobacco World Registration Bureau). For cigars. Registered February 11, 1915, by F. M. Howell & Co., Elmira, N. Y. Transferred to M. A. Emenheiser, Red Lion, Pa., March 10, 1925.

MARCELINA:—10,656 (Tobacco Leaf Publishing Co.). For cigars. Registered August 9, 1895, by Perez y Rodriguez, New York, N. Y. Transferred to Nic. Althaus Co., New York, N. Y., February 28, 1922, and re-transferred to Lopez Bros., New York, N. Y., March 12, 1925.

MASTERPIECE:—43,858 (Tobacco Merchants Association). For cigars. Registered August 7, 1924, by Anthony Kleiner, Inc., Detroit, Mich. Transferred to Anthony Kleiner, Grand Rapids, Mich., March 18, 1925, the transferor having acquired same by a transfer from the American Exchange Cigar Co., New York, N. Y., successors to Jeitles & Blumenthal, who, it appears, has used same for over twenty years.

TEA POT DOME CROOKS:—43,878 (Tobacco Merchants Association). For all tobacco products. Registered August 7, 1924, by Kohler-Snyder Co., Yoe, Pa. Transferred to C. A. Miller, Yoe, Pa., March 14, 1925.

T. M. A.'S PETITION FOR CARLOAD RATING ON CIGARS ARGUED BEFORE INTERSTATE COMMERCE COMMISSION

Final arguments in support of the T. M. A.'s petition for a carload rating on cigars were presented to the Interstate Commerce Commission on Thursday, March 19, by Mr. George C. Lucas, the association's traffic manager.

Application was accordingly made by the T. M. A.'s traffic department to the classification committees of the railroads, but after unusual delay the request was denied.

A formal complaint was thereupon filed with the Interstate Commerce Commission, naming thirty-nine of the country's railroad companies, asking for this adjustment. The case was heard in New York City, before an examiner of the commission, who subsequently rendered a tentative report to the commission.

This report was only partially favorable in that a second class rating on carload shipments was recommended in place of the present first-class any quantity rating, but with a minimum carload weight of 30,000 pounds specified. This is a greater weight than shippers could avail themselves of at one time.

As a result, the traffic department of the T. M. A. filed a request for oral argument before the commission in order to justify a minimum weight of 24,000 lbs. and also in an endeavor to convince the commission that the proper rating should be third-class.

The arguments presented on behalf of the cigar manufacturers by the T. M. A. were well received by the commission, and as above set forth it is hoped that the commission will shortly render a decision granting a carload rating basis that will enable cigar manufacturers to avail themselves of the same.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
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139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
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LITHOGRAPHING CO. INC.
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GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street **Detroit, Mich.**
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

For six generations the art of cigar making has attracted the best Filipino workers in the Philippine Islands

There are no other industries at Manila requiring skilled hand labor that offers employment to large numbers of people. The cigar factories, therefore, have always the opportunity to obtain the brightest and the best young workers, and to train them in methods made famous by the Spanish Masters of the craft.

Quick and adaptable, possessing native skill and capable hands, the Filipino Worker is second to none in the World where patient and careful craftsmanship is required.

Manila cigars sold in the United States are hand-made, long-filled.

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Send for List of Agents and booklet.

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APRIL 15, 1925

VOLUME 45 No. 8

THE TOBACCO WORLD

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Making Good Cigar Boxes is different

Making Good Cigar Boxes economically is an accomplishment

The L. & M. Box will convince you

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Thousands Per Minute Read Our Outdoor Displays

FROM the windows of every train—all Pullman expresses to suburban locals—on the greater railroads—countless smokers daily read that

The Best Cigars Are Packed in Wooden Boxes

You'll see these handsome, dominant signs on both sides of the right of way.

ATLANTIC CITY—Half Mile West of Tower, North Side of P. R. R. tracks.
NEW YORK CITY—Park Avenue and 123rd Street.
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On P. R. R.
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PHILADELPHIA—31st and Market Streets.
At Bristol on P. R. R.
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After all nothing satisfies like a good cigar

MURIEL

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MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

FRESH

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The fastest way to win good will is to push

LA PALINA
CIGAR
CONGRESS CIGAR COMPANY, Philadelphia

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.
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After all nothing satisfies like a good cigar

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Filler

Absolutely!

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Protects Present and Future Sales
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HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

A. KAUFFMAN & BRO. INC.
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ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO
VERY MILD
VERY MILD
CIGARS
Manufactured by A. SANTAELLA & CO.
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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

RETAIL STORE MANAGER, WHO HAS ALSO BEEN Jobber's Representative, desires position. Has had six years' experience and is at present employed in Philadelphia, but would change residence if necessary. Best of references. Address Box No. 477, care of "The Tobacco World."

POSITION AS SUCTION FOREMAN WANTED BY MAN thoroughly experienced in Suction Work. Twenty years' experience in the largest factories in the country. Box No. 471, "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 45 APRIL 15, 1925 No. 8

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY

The BULL'S EYE
Published every Now and Then

Proprietor MR. ROGERS *Circulation M* *Editor* WILL ROGERS

I KNOW people are going to say, "What do you think of Will Rogers writing and endorsing 'Bull' Durham?" That's where you're wrong. I am not endorsing it. I never smoked any tobacco in my life, not even 'Bull' Durham.

If you want the real truth about why I signed up to write a lot of pieces for these people, it's because I love animals. Have you ever studied that picture of the bull carefully? . . . have you ever seen such a kind-looking animal? I thought this:—certainly no one who cares as much about dumb creatures as they do would put out anything but the best smoking tobacco possible—so I said all right, I'll write your stuff. Honestly, the money part of it didn't have much to do with it. That is, not very much.

Seriously, though, out where I come from, unless a male member of the population has got that 'Bull' Durham tag hanging from the shirt pocket, he's liable to be arrested for indecent exposure. And, you believe me, you can't sell those western hard-boiled eggs much and keep on selling them unless it's got class.

Guess maybe this not smoking thing has sort of got me winging. Wonder if that's why things has turned out this way. Come to think of it, it may be a moral lesson to the youth of this country. The moral in my case being, if you want to grow up and know nothing but telling jokes and have people laughing at you all the time, don't smoke.

But who wants to go through life acting the fool?

Will Rogers

Will Rogers, Ziegfeld Follies and screen star, and leading American humorist, announces a series of 'Bull' Durham advertisements. They are worth watching for.

MORE of EVERYTHING FOR a lot LESS money. THAT'S the net OF this 'BULL' Durham PROPOSITION. MORE flavor—MORE enjoyment AND a lot MORE money LEFT in the BANKROLL AT the end of A week's SMOKING.

TWO bags FOR 15 cents MAKE a HUNDRED CIGARETTES.

100 CIGARETTES FOR 15 CENTS
Roll your own and you'll own a roll!
'BULL' DURHAM
Guaranteed by The American Tobacco Co. INCORPORATED

Volume 45

THE TOBACCO WORLD

Number 8

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, APRIL 15, 1925 Foreign $3.50

THE other day we heard a story to the effect that some of the important people in Washington have been interviewing cigar manufacturers and others with the idea of finding out just what is the matter with the cigar business. Whether these interviews were official or merely personal conversations, we do not know.

There are a lot of things the matter with the cigar business, but one that should be brought home to Washington is the matter of taxation. A manufacturer of clear Havana cigars told us recently that with the customs duties and other taxes the average payment to the Government was about $23 per thousand cigars. And we doubt not that there are a number whose taxes run higher.

We do not pretend that the average taxes on domestic cigars are anywhere near such a figure as $23, but we do believe that the taxes on all cigars are much greater than they should be. If the taxes are high, then in order to produce cigars to retail at certain prices there must be a reduction in the amount of tobacco used, or the quality or both.

The taxation problem had played an important part in the decline of the cigar business. To take care of the higher taxes and at the same time hold markets at old retail prices, it has been necessary to take it out of the product somewhere. The consumer has discovered that while there is good merchandise to be had at old retail prices, it is not what it used to be.

We can think of no industry that has contributed so much to the contentment of the American people as has the cigar business. And yet while steadily watching the decreasing revenues from it, Washington still fails to appreciate the fact that it is taxation that is largely responsible for present conditions.

England learned a good lesson in regard to high cigar taxes, and our own Government is already past due for similar instruction.

THE movement to put across a genuinely National Tobacco Week, January 25 to 30, 1926, is receiving support from many important branches of the trade and there is no reason why an industry of such major importance as the tobacco industry should not make an unqualified success of such a movement.

In conjunction with National Tobacco Week there will be held in the Grand Central Palace, New York, during that week the Fourth International Tobacco and Allied Industries Exposition. The fact that more than forty per cent. of the space has already been reserved for the 1926 show is evidence of the interest the trade is taking in this movement.

Anything that will bring the cigar and tobacco industry before the general public, and particularly the smoking public, in a dignified manner is worthy of every encouragement. Much has been written about the 1925 show and the feeling seems to be that it was by far the most successful one to date.

Running this fourth show in conjunction with National Tobacco Week is bound to result in favorable publicity for the industry. Therefore every member of the cigar and tobacco industry should feel a moral obligation to support this entire movement, thus strengthening the hands of those who have been carrying the burden for the past three years.

IT is interesting to note the efforts being put forth by some of the more progressive cigar manufacturers to work with the retailers handling their merchandise. We have always held that the retailer is the most important link between the manufacturer and the smoker, and while this should be an evident fact to everyone, few seem to appreciate just how much can be accomplished by co-operating with the dealer.

We will not indulge in names and tales both, but the growth of a number of national brands is due as much to the time and effort spent on the dealer, as any one other thing.

You can create a call for your merchandise by persistent and intensive advertising, but unless you can get the dealer to not only stock it but display it, there is a lot of wasted effort.

If there is a dealer who does not handle your brand and who gets a call for it, he is going to sell the customer some other brand if possible. And he would be a poor business man if he did not make the attempt. It may be that smokers first call for your brand, and it may result in him being "switched" before he has had the chance to try it.

Manufacturers who are working close to their retailers are usually able to avoid such situations. The dealer knows that the manufacturer who takes an interest in his business and in his success, is looking to his best interests and is worthy of consideration and even preference. True, the manufacturer expects increased business as a result of his effort, but so long as there are mutual benefits there will be no complaint.

The manufacturer who helps the retailer make a dollar will find that eventually he is making a dollar for himself too.

COX JOINS WEBSTER-EISENLOHR

C. D. Cox, of St. Louis, has accepted a position with the Webster-Eisenlohr organization and will sell "Cinco" and "Webster" cigars hereafter in the South Central States. Mr. Cox has had wide experience in the cigar industry, having been previously associated with The Consolidated Cigar Corporation, Barnes-Smith Company and Faber, Coe & Gregg.

E. A. CALVES ELECTED PRESIDENT OF PHILADELPHIA LEAF BOARD

E. A. Calves has been elected president of the Philadelphia Leaf Tobacco Board of Trade at a recent meeting, succeeding J. Vetterline, who is retiring. Other officers elected are: C. M. Hipple, vice-president; Adolf Loeb, treasurer, and John R. Young, secretary.

SCRAP BUNCHING MACHINES IN DEMAND

Apparently the cigar manufacturing industry is waking up and looking into cigar-making machinery with more interest than for a long time.

It is worthy of note that the Model L Universal scrap bunching machine is one machine that is giving satisfaction to many manufacturers, and at the same time bringing about profitable production through its economies.

Manufacturers who are not thoroughly familiar with the Model L should write to the Universal Tobacco Machine Company, 116 West Thirty-second Street, New York. A two-cent stamp invested in such an inquiry may prove to be a highly profitable investment.

CAPESTANY NOW HEAD OF P. R. AGENCY

Luis C. Capestany, who has been assistant agent for the Porto Rican Government Tobacco Guarantee Agency for some time, has been placed in charge of the agency to succeed J. F. Vasquez.

Mr. Capestany has been associated with the agency ever since its inception in New York City, and is therefore familiar with every phase of its workings. His many friends were pleased to hear of his promotion.

BATEZELL JOINS GORDON COMPANY

Horatio Batezell, formerly credit manager for the firm of Otto Eisenlohr & Brothers, severed his connection with that firm on April 1st and has taken over the management of offices in the Stephen Girard Building for the Samuel Gordon Company, importers of pipes and smokers' articles. A farewell dinner was given Mr. Batezell by his business associates at Otto Eisenlohr & Brothers, and he was presented with a beautiful Masonic ring.

NEWMAN IN MIDDLE WEST

A Joseph Newman, sales manager for Bayuk Cigars, Incorporated, is in the Middle Western States looking over the territory in that section.

R. M. Rink has joined the sales force of Bayuk Cigars, Incorporated, and will operate from his headquarters in Indianapolis.

"MARSHALL FIELD" IN MINNEAPOLIS

The George R. Newell Company, in Minneapolis, has taken on the "Marshall Field" cigar (Coraza Cigar Company) for distribution in their territory. The Newell Company will be assisted by a factory representative in placing the "Marshall Field" with the retailers.

SAM PALEY SAILS FOR AMSTERDAM

Sam Paley sailed on Saturday, April 4th, for Amsterdam, where he will attend the Sumatra inscriptions.

Benjamin and Jacob Paley arrived home from a cruise of the Mediterranean last Saturday.

DOUGHERTY SUCCEEDS BATEZELL AT EISENLOHR'S

Bernard Dougherty has succeeded to the position of credit manager for Otto Eisenlohr & Brothers, Incorporated, following the resignation of Horatio Batezell on April 1st. Mr. Dougherty has been Mr. Batezell's assistant for a number of years.

LEVY TO ENTER BROKERAGE BUSINESS

J. W. Levy, formerly associated with the Delphia Cigar Company, expects to take on a complete line of cigars in the near future on a brokerage basis and will cover Pennsylvania, New York, Ohio, Virginia and West Virginia.

PRE-WAR POTASH PRICES ARE CUT BY BIG COMBINE

NEW YORK—The German-French potash price-fixing combine, which has been under attack at Washington, has lowered rather than raised the import cost of potash for American farming, E. K. Howe, president of the Potash Importing Corporation of America, declared today.

Mr. Howe's statement was based upon cabled dispatches from Berlin and Paris announcing that the combine had fixed prices on potash for American export at substantially the same figures that have prevailed since May 1, 1923.

Mr. Howe's organization purchases, imports and distributes the entire American quota of the German Potash Syndicate. He stated that, in accordance with the cablegrams from the combine, muriate of potash would continue to sell to American manufacturers of fertilizers at $31.10 per ton.

All other forms of imported potash, he said, also would remain unchanged, with two exceptions. The exceptions are manure salts, on which an increased price is announced which can amount to only ten cents per ton to the farmer-consumer.

Considerable stir was created in Congress on March 21 when official information was received to the effect that the French and German potash interests, controlling the world's known supply, had entered an agreement governing markets and price levels. Congress already had authorized Secretary of Commerce Hoover to investigate the American end of the fertilizer industry, and appropriated a special fund of $500,000 for the purpose.

Senator Harris, of Georgia, lodged with Secretary of State Kellogg a formal complaint against the dual price-fixing combine abroad. He charged that the German-French interests were arbitrarily advancing their prices $5 to $6 a ton at the expense of the American farmer. He was particularly concerned, he said, for the welfare of the South, where potash is largely used in the cultivation of cotton, tobacco, citrus fruits, garden truck, potatoes and even grain.

Replying to these changes, and citing as evidence the cabled announcement of prices for the next year, Mr. Howe said today:

"Potash is considerably cheaper than either during the pre-war period or immediately following the war."

He explained that Germany monopolized the potash industry before the war. During the war, America imported no potash. Since the war, France has taken over production in Alsace-Lorraine, thus sharing the natural monopoly previously held by Germany.

"In 1913, the cost of muriate of potash to the American manufacturer of fertilizer was $32.35 per ton," Mr. Howe continued. "During the war years, when German importers were out of the market, the price of domestic potash rose to a high point of $500 per ton. A comparison of this figure, with the $32.35 price of 1913 and the price of $31.10 quoted for the next year, charts the story.

"Costs of production, taxes, rail freights and other costs in Germany are higher than in 1913-14, both the pre-war and present costs being calculated in gold marks.

"Also, ocean freight rates from Germany to the United States have been substantially increased over 1913-14 rates. In spite of these facts and the existence of an understanding between French and German producers, prices remain the same as prior to the recent agreement.

"In fact, potash is the only fertilizer ingredient priced lower today than prior to the war, and it is significant that most of the other ingredients are produced in America. The tendency of the French-German agreement is to stabilize market differences rather than increase prices. The object is to develop a wider application of potash by the farmer in the United States.

"No intention to alter this policy exists today. It may be expected that present prices will generally be maintained. Even if prices are raised, the relatively small percentage of potash used in mixed fertilizers could not be considered a decisive factor in any increase of prices in the product as used by the farmer.

"Fertilizers are about the only commodity that a farmer buys that has reached anywhere near a pre-war or normal basis. One dollar derived from a cotton crop in 1925 will buy as much fertilizer as $1.62 would have bought in 1913."

Mr. Howe pointed out that while the tonnage of potash imports has remained almost stable since the war, the demand by the American farmer during the past season for fertilizer containing a higher percentage of potash has resulted in the importation of a greater tonnage of potash salts.

Among the twenty-two states which lead in the consumption of mixed fertilizers in 1924, farmers of North Carolina used 1,189,000 tons. South Carolina used 881,000 tons. Georgia followed with 678,000; Alabama with 472,000; Virginia with 441,895, and Florida, 365,000 tons. The total distribution among all states during the year was somewhat over 7,000,000 tons.

RUINED BRIAR PIPE CAUSES DETERMINED WAR ON RATS

War has been declared in earnest on the rats in the United States Capitol. For years they have been increasing and thriving in the document rooms, the restaurant kitchen and other innumerable nooks of the great rambling building, until it is estimated their population runs into the thousands. Some of them, judged by their size, must have been emerging from their childhood in the days of Daniel Webster and Henry Clay.

They are a bold lot, according to the capitol police. Nothing scares them. They are too wise to take poison and they refuse to step into traps. The police sometimes wile away quiet evenings at the capitol shooting at them with their pistols, but the rats don't seem to mind. They have become a menace to valuable documents, which they gnaw at voraciously when other food is scarce.

However, when James D. Preston, superintendent of the press gallery, found the rats had gnawed a piece out of his favorite briar, a gang of exterminators was engaged at once.

The exterminators went to work promptly and promise to clear the capitol of all rats within a few weeks.

J. B. THATCHER OPENS NEW YORK OFFICE

John B. Thatcher, representing the American Box Supply Company, Detroit, Mich., has opened offices in room 769, Hart Building, 104-108 West Forty-second Street, New York City. Mr. Thatcher will make New York City his permanent headquarters.

York County News

April 15, 1925.

THE York County Cigar Manufacturers' Association held their regular monthly meeting in Spangler Hall, Red Lion, Pa., on Monday evening, April 13th, with President B. M. Hannigan presiding.

Mr. D. A. Horn, chairman of the Cost Committee, appointed to work out a plan for the standardization of nickel cigars made in York County, reported with a plan for the banding of the cigars with a special band, which would signify the cigars were of a certain standard grade and quality. This subject was discussed but no definite action was taken.

The manufacturers in the past have been confronted with the problem of how to properly handle conditions with jobbers, where the jobber, after receiving a shipment of cigars, raises the question as to the quality of the cigars, and claims in some instances that they are inferior, and burdens the manufacturer with return shipping charges.

Among those present were Roy Snyder, Laurie Sevis, C. S. La Maotte, D. C. Kaltreider, Arthur S. Ziegler, Harvey A. Waughtel, Spurgeon Pomraning, Stewart La Matte, Roy R. Smith, Sterling Knisely, Daniel Myers, Herbert Smith, Frank Strayer, Harry L. Haines, Horace Throne, W. H. Toomey, Horace Rost, Thomas L. Adair, O. P. Butterweck, Harry W. McGuigan, M. S. Heindel, D. A. Horn, B. M. Hannigan, C. M. Ehehalt, V. D. Frey, I. H. Rojahn, C. A. Baer, Ellis B. Strickler, Herbert L. Smith, T. E. Brooks, Quay Minnich, C. C. McGuigan, J. Fishel, Earl Rost, A. Smeltzer, Paul Reichard, D. Frank Kaltreider, L. D. Frey, L. E. Sentz, A. C. Frey, J. W. Kelly, Horace Rost, W. H. Raub, J. G. Bergdoll, J. C. Winter, H. F. Martin, Harry Wolf, David Wolf, Pius Wolf, J. F. Peeler, C. A. Rost, Stewart Stabley, Emory Neff, Latimer Sechrist, William Myers, Edgar Flinchbaugh, Harry G. Fishel, Harry Sprenkle, Perry Tchopp.

The receipts of the internal revenue office, located in the First National Bank Building, Red Lion, Pa., for week ending April 11th, amounted to $22,101.26, and covering two hundred and fifty-four orders for revenue stamps.

This total was divided into the following classes: Class A, $21,153.26; Class B, $291; Class C, $657.

Deputy Collector J. B. Ernest is in charge of this office.

Hellam

U. U. Blessing & Company are enjoying a very substantial increase in business on their "Sunset" and "Peale" brands.

Sig. C. Mayer & Company, who have a factory here, are still going strong on "El Wadora" and "Cornel." Their customers can never get enough of these quality cigars.

Mount Wolf

J. A. Doll Cigar Company are getting big repeat business on their "Covered Wagon" brand, which is going to the trade under the new label. This package and cigar is exceptional as to attractiveness and quality and the cigars are banded or individually foil-wrapped.

Yorkana

Ellis B. Strickler, manufacturer of "Politana" and "Double Quality" cigars, is not only an expert cigar manufacturer, but claims some honors as a fisherman. Ask Ellis where he catches those big ones.

N. O. Swift Cigar Company have as their leading brand the "Jos. F. Willard" cigar, which is having a good sale.

Yorkana Cigar Company are featuring "Garcia" triangulares, packed Tampa style. This cigar has a wide distribution.

East Prospect

East Prospect Cigar Company have increased their manufacturing activities to fill the many orders they have booked for "Epco," "Emilia Garcia" and "Airedale."

A. F. Burg enjoys a steady business on "Pinta," his leading brand.

Spry

H. L. Haines & Company are having their usual steady demand for "Robert Fulton" cigars.

Windsor

Herbert L. Smith manufacturer of "Havana Brown" foil-wrapped invincibles, is wearing his usual smile, which is indicative of plenty of orders.

W. H. Snyder & Company factories are working to capacity due to the demand their "Country Club" brand is having in all sections of the country.

Jacobs, Holtzinger & Company are continually enlarging their distribution on "Lew Morris" and "Supreme" brands, which go to the trade at five cents.

Red Lion

T. E. Brooks & Company, manufacturers of "Havana Sweets" and "Canadian Club," have their fourteen factories going to capacity. This progressive firm have recently increased their sales organization which will mean still greater production.

Martin Neff & Son factories continue to enjoy a big business on "Middy" and "Grandella" foil-wrapped invincibles.

G. A. Strobeck has his factories booked up on "Gasco" and "Reginita" perfectos.

Superior Cigar Company report an increased demand for "Pay Day" cigars, which are now going to the trade under the newly-designed label. This package looks like "real money."

D. C. Kaltreider & Sons, manufacturers of "Apollo" invincibles, individually foil wrapped, are some busy firm. The whole family is on the jump speeding up production to meet the big demand for this brand.

W. C. Frutiger, of W. C. Frutiger & Company, has just returned from a trip to the Pacific Coast and reports that business on "Victory" and "Bank Note" cigars is going over bigger than ever.

Kelly Cigar Company, makers of "Kelly" and "Kelly's Green Ribbon," are steadily increasing their production on these quality brands.

Consumers' Cigar Box Company have started to clear the ground they recently acquired for the erection of a large addition to their plant, and will start building in the very near future. The increased demand for wood boxes in this section has necessitated larger manufacturing facilities.

T. L. Adair & Company are booked to capacity with orders for "Argood," "El Cortel" and "Boston Port" perfectos. These Sumatra-wrapped five-cent brands are big duplicators wherever placed.

McGuigan Cigar Company are busy as usual on their always-popular "Beechnut" brand.

T. C. Smith has recently added some new distributors on his "Magnet" brand. "It always attracts."

(*Continued on Page 10*)

York County News

(Continued from Page 9)

J. C. Winter & Company are increasing production on "Fifty-Fifty," "Skill" and "O'San." This firm is always busy.

W. J. Neff & Company are featuring "Robert E. Lee" foil-wrapped invincibles, which are finding great favor with the trade.

Tampa Cigar Company, manufacturers of "Federal Judge," is another of the busy firms in this section.

T. A. Winter & Company are enjoying a steady demand for "Kinsman" foil-wrapped invincibles, which is their principal brand.

A. S. Frey & Company are having an increased call for "Atlantis" foil-wrapped perfectos. "This is a winning brand."

York

C. S. Gable, manufacturer of "Douglas Fairbanks" and "Hamilton Fish" foil-wrapped perfectos, are enlarging their distribution on these ever-popular brands.

Ajax Cigar Company continue to feature "Samo" foil wrapped, on which they have a large distribution.

Manchester Cigar Company are receiving a strong response to the extensive advertising campaign they have launched on their new brand, "Daily Habit," as well as their well-known brands, "Reichard's Cadet" and "Uncle Green."

Bergdoll Cigar Company, manufacturers of "York Imperial," have been unable to take on any additional distributors, as they have been having difficulty in supplying the local market where this brand has a big call.

Dallastown

Fred E. Druck & Company, successors to J. W. Minnich & Son, have proved their ability as manufacturers, which is evidenced by the large volume of business they are enjoying on their "Trainmaster" and "American Judge" brands.

The Merchants' Cigar Box Company are building a large addition to their plant and are installing some additional automatic machinery of the very latest and improved type.

This building addition was occasioned by the large increased business on cigar boxes required by their customers.

This plant is one of the largest in York County, and manufactures Boite Nature boxes as well as the regular cigar box.

J. R.

LOUIS NATHANSON COMPANY MOVES

The Louis Nathanson Company, formerly located at 24 North Fourth Street, Minneapolis, has moved to larger quarters at 654 Second Avenue, North, next door to the Nathanson Cigar Company.

The change was made necessary because of the large stock of candy, cigars, cigarettes, etc., which it is necessary for them to keep on hand at all times in order to supply the demand of their nine retail stores, and their former quarters did not afford them sufficient space to accommodate such a stock. The new quarters will be fitted up with modern fixtures in order to insure the stock being in good condition at all times.

CHANGE IN "MURIEL" ADS

According to *Printers' Ink,* "a flock of popular writers" have taken to writing copy for the advertising of the "Muriel" cigar for the P. Lorillard Company. The advertising offers a modern example of the old testimonial idea, but it is written by the same men who write the breezy material across the border which separates advertising from the editorial columns. Listen to what Hi Phillips, for example, has to say about the "Muriel" club perfecto:

"For years I suffered untold agonies from bad tobacco, prematurely falling ashes, queer and disagreeable burning sensations under the nose, general depression whenever I lighted a cigar.

"I was a victim of hallucinations. I seemed to see a great army of laughing cigar manufacturers, rowing about in a great Rubber Lake, gathering material for the cigars I would be sold the following week. My condition became alarming to a point where I developed homicidal instincts. I wanted to murder a cigar maker!

"Then one day not long ago, a friend bought me a 'Muriel.' And oh, boy!

"I didn't know there was such a delightful cigar on the market. My many friends will be glad to know I have completely recovered and take pleasure in recommending 'Muriel' cigars to all who, like myself, spent years suffering from the lack of a good cigar."

This unusual testimonial written by a prominent columnist is one of the new series, called "The Confessions of 'Muriel's' Lovers," and they are pulling strong.

MARTIN CIGAR COMPANY REORGANIZES

The Martin Cigar Company, of Davenport, Ia., has reorganized, and H. C. Martin has disposed of his interest in the business to Otto Hill, F. J. Permantier and Worrall Dow. The new officers of the company are: Geo. H. Martin, president; Otto Hill, vice-president; F. J. Permantier, secretary, and Worral Dow, treasurer.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of THE TOBACCO WORLD, Published Semi-Monthly at Philadelphia, Penna., for April 1, 1925.

State of Pennsylvania,
County of Philadelphia,
ss.

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Gerald B. Hankins, who, having been duly sworn according to law, deposes and says that he is the business manager of THE TOBACCO WORLD, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations.

1. That the names and address of the publisher, editor, managing editor and business manager are:

Publisher—The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.
Editor—Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.
Managing Editor—None.
Business Manager—Gerald B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

2. That the owner is: The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.—Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

3. That the known bondholders, mortgagees and other security holders owning or holding one per cent, or more of total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stocks, bonds or other securities than as so stated by him.

GERALD B. HANKINS,
Business Manager.

Sworn to and subscribed before me this 30th day of March, 1925.
W. KING ALLEN,
Notary Public.
My commission expires January 17, 1929.

CIGARETTE SMOKING GROWS IN CHINA

The development of cigarette smoking in China exemplifies the possible effects of systematic advertising, merchandising, and distribution in developing sales abroad, according to a report to the Department of Commerce by Trade Commissioner Howard, Shanghai. In 1910, the Chinese consumed imported cigarettes from all countries to the number of 3,723,545,000. This total increased steadily until 1923, the latest year for which statistics are available, when imports of cigarettes totaled 10,116,893,000, and reflected an increase in consumption of about 172 per cent.

Most gratifying to the American trade has been the substitution of the United States for the United Kingdom as the chief source of supply since 1917. Prior to 1917 the United Kingdom had furnished from one-half to two-thirds of China's cigarette imports, while the United States contributed less than one-eighth. The statistics of recent years, however, show the relation of the two countries as a source of supply to be directly reversed. In 1919, for instance, China imported about 8,000,000,000 cigarettes, 4,000,000,000 of which came from the United States; and of the 10,000,000,000 imported in 1923, 8,000,000,000 came from the United States.

It is impossible to state what quantity of American cigarettes find their way into China through Hongkong. However, it is of interest to note that in 1923 Hongkong imported cigarettes valued at 97,289 pounds sterling, or about $445,080, from the United States, and a large portion of these were re-exported to China.

While the importation of cigarettes has grown rapidly, this by no means illustrates the growth of consumption in China, which has been conservatively estimated to be about 40,000,000,000 per year, compared with about 60,000,000,000 in the United States.

Imports of leaf tobacco, which, according to the Chinese Maritime Customs, amounted to about 14,000,000 pounds in 1910, increased to approximately 20,000,000 pounds in 1916, and reached 42,000,000 pounds in 1923. Imported leaf tobacco is used almost entirely in the manufacture of cigarettes. It is probable that some American leaf tobacco reaches China through Hongkong. In 1923 the official records of Hongkong show imports from the United States to the value of about $387,000, while United States consignments to Hongkong for the same period amount to a little more than half a million pounds.

In addition to the imported leaf, large quantities of native tobacco are consumed by the manufacturers, both for making cigarettes of pure Chinese tobacco and for blending. China produces all the varieties of tobacco grown in the United States and many additional types not found there. Due to the prevalent custom in China of classifying produce under the name of the district in which it originates, it is impossible to give a type corresponding either to the American commercial or botanical classification. In both Shantung and Honan provinces much tobacco is produced from Virginia seed, brought over from America each year, and the cultivation is supervised by American tobacco experts.

Cigarette, cigar and pipe tobacco are all grown in China. The greatest quantities are consumed in cigarettes, which bid fair to displace the old water pipe; native pipe consumption ranks as a decreasing second, and cheap cigar consumption, an increasing third. Allowing three pounds of tobacco per thousand cigarettes, the imports of tobacco in 1923 would be sufficient to manufacture approximately 14,000,000,000 cigarettes. On this basis it is estimated that about 47,000,000 pounds of Chinese tobacco is used annually to manufacture cigarettes, although no definite data are available in substantiation of this estimate.

Aside from the imports of raw tobacco, the tobacco industry in China is responsible for the importation of large quantities of materials such as paper, foil, cardboard, glue, printing ink, and other appurtenant articles.

1925 TOBACCO ACREAGE

The Pennsylvania Federal-State Crop Reporting Service, Department of Agriculture, Harrisburg, has issued a summary of Pennsylvania farmers' reports in which each farmer stated how many acres he harvested of each of the principal crops last year, and how many he intends to plant for harvest this year. Every section of the State, and in fact each of the sixty-seven counties, is fairly well represented in these individual reports.

A comparison of the acreages reported as harvested in 1924 and the acreages intended for 1925 reveals that these farmers intend making no change in the tobacco acreage this year.

The tobacco acreage harvested in 1924 is given as 46,000 and for 1923 as 45,000. The average acreage for the past five years is 43,000 acres.

Statistics gathered by the United States Department of Agriculture for the entire United States show that farmers intend to plant 109.9 per cent. of the acreage planted in 1924, divided as follows: North Atlantic States 101.2 per cent.; South Atlantic States, 113.9 per cent.; East North Central, 94.3 per cent.; West North Central States, 100 per cent.; South Central States, 108 per cent.; Western States, ——.

An increase of approximately 10 per cent. in tobacco acreage is contemplated by growers. In the flue-cured territory increases average 17 per cent. and range from 11 per cent. in North Carolina to 80 per cent. in Georgia. As the acreage of this type in 1924 was about 7 per cent. less than in 1923, and yield per acre 19 per cent. less, there was a total decrease in production of 25 per cent., or nearly 150,000,000 pounds. While the consumption of flue-cured tobacco shows an upward trend, a 17 per cent. increase in acreage, coupled with anything like an average yield, would result in such an increase in production as to bring about materially lower prices for the 1925 crop.

Intended increases in Burley acreage in the less important producing states more than offset the very moderate reduction in the main producing area of central Kentucky. The price paid for the 1924 crop has held up to that of the 1923 crop largely as a result of its superior quality. Production of this type has outrun consumption for several years, and as a result there is a heavy accumulation of Burley leaf in the hands of dealers and manufacturers. In the face of this distinctly unfavorable outlook, a net increase in intentions of 6 per cent. is shown.

Increases are noted in all of the fire-cured types. In the Clarksville, Hopkinsville, and Springfield district of Kentucky and Tennessee, the intended increase is 15 per cent. For fire-cured types as a whole, an 11 per cent. increase is contemplated, in the face of an upward trend in foreign production, which will tend to check exports. Moderate increase is shown also for Maryland and Eastern Ohio export, the domestic

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NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

F. T. C. Issues Complaint Against Lincoln & Ulmer

CHARGING misrepresentation in that cigars sold under the trade name of "No-Nic-O-Tine" were not entirely free of nicotine, the Federal Trade Commission has issued a formal complaint of unfair methods of competition against Lincoln & Ulmer, New York, manufacturers of the cigar.

The complaint was issued only after the commissioners had failed to come to an agreement as to the public's interest in the case or whether it really constituted a deception, the controversy resulting in the publication by the opposing sides of memoranda supporting their contention.

According to the complaint the respondent, as a means of inducing the public to purchase cigars manufactured from tobacco containing nicotine, falsely adopted and caused to be used as a trade brand the word "No-Nic-O-Tine." It is alleged that the use of such brand implies to a substantial part of the purchasing public that the product so labeled does not contain nicotine, and thereby diverts trade from competitors marketing tobacco products without misrepresentation. In the advertising of such cigars, however, the manufacturer claims the removal of 90 per cent. or the greater part of the nicotine content of the tobacco used.

In a memorandum supporting the issuance of the complaint, Commissioners Gaskill, Nugent and Thompson declare that "it is still an open question whether an advertiser may make a misrepresentation in chief to attract and fix attention and by subsequent contradicting or explanatory qualifications, bring his conduct within the rule of fair competition. The practice is so general that it seems the Federal Trade Commission may very properly seek to establish a definition of the law on this subject. The issue of a complaint is necessary in order that the truth or falsity of the representation may be determined and the question of law primarily resolved."

On the contrary, according to Commissioner Van Fleet in a dissenting memorandum, the case is purely of academic interest and the public does not suffer by any misrepresentation which may exist. "This is a case where the manufacturer of cigars extracts about 85 to 90 per cent. of the nicotine and brands the cigars 'No-Nic-O-Tine.' It is not a case of adulteration. Where an article is adulterated the maker intentionally adds something. In this case the nicotine is already there in its natural state and cigars naturally contain it.

"The complaint is, however, that in using the above name the implication is that absolutely all nicotine has been removed," he commented. "Perhaps this could be done chemically, but it would result in destroying all semblance to tobacco and reduce the cigar to the well-known variety called cabbage, rope, punk, etc. The point about the whole thing is that as a practical proposition the nicotine is removed.

"In my opinion, the majority treats the case as a chemical or scientific one and not from a practical standpoint. There is no public interest in such a case as this. It is too trifling to warrant our attention. The examiner, the chief examiner, the board of review and the chief counsel all recommend that the case be dismissed. I agree with them and dissent from the majority in issuing the complaint."

F. T. C. to Dismiss Many Old Cases

A thorough review of all cases pending, with a view to dismissing all old cases where there is any doubt of the commission's ability to sustain its charges, has been ordered by the Federal Trade Commission with a view to bringing the work of that body up to date. Many of the cases before the commission are several years old, at least one being four years and possibly others even older, and it is considered unfair to the respondents to keep them so long in doubt as to what is to be done on these old complaints.

There are approximately 275 complaints now pending before the commission, in many of which reinvestigation would be needed before action could be taken by reason of changed conditions or customs and the unknown whereabouts of witnesses, some of whom may be dead. The cost of completing such cases might prove so great that the commission is reluctant to call them up.

The review of cases pending is in line with the determination to modernize the procedure of the organization, the first steps toward which were recently taken when it was announced that hereafter persons and firms complained of would be granted an opportunity informally to present their side of the case before a formal complaint is issued instead of, as in the past, afterwards. In cases where the commission is convinced that it is without jurisdiction or that no violation of law has been committed, or the respondent admits and promises to discontinue the practices complained of, there will be no complaint issued. This will materially reduce the number of complaints and lessen the publicity given such proceedings. In cases where violations are admitted, the commission will be protected by an agreement in which the justice of the charges will be admitted by the respondent over his own

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1925 TOBACCO ACREAGE

(Continued from Page 11)

consumption of which has increased in the last year to nearly 50 per cent. of the crop.

Producers of cigar types have received lower returns in the past year, due partly to extensive crop damage, and partly to decreasing cigar consumption. A reduction of 10 per cent. in the acreage is intended.

CAMPAIGN AGAINST TOBACCO MISBRANDING ATTRACTS WIDE NOTICE

The campaign now being waged by the American Fair Trade League against misbranding and false advertising in the cigar industry is bringing to this organization an increasing number of letters from interested manufacturers, salesmen and distributors. The manner in which the campaign has taken hold is proved by the fact that several manufacturers a day write to the league asking for approval of changes in their labels. The league also receives many letters from volunteer co-operators calling attention to what they consider violations of the laws against false advertising.

In a recent interview, Edmond A. Whittier, secretary-treasurer of the league, said that the cigar misbranding campaign now covers the entire country. While a large majority of cases are settled by correspondence, where such negotiation fails, claims are made to the Federal Trade Commission and to the courts. The league is fortunate in having a large number of members in the tobacco industry who are intensely interested in this campaign against misleading practices. Many of these manufacturers have told their salesmen to report all such cases that come to their attention. "Right here," said Mr. Whittier, "I should like to make a general request to every reader of this magazine to report to my attention all misleading or questionable advertisements in the daily press, in the trade press, and in general periodicals, or in the form of window displays, signs, labels, circulars and other direct advertising matter. It will greatly facilitate our work if this information is accompanied by specimens of the advertising complained of, or by samples of boxes or other containers carrying misleading labels. The source of such information will be held in strict confidence and the league will act promptly in cases where the law is being violated.

"We are appealing also to lithographers and other manufacturers of advertising material. While they are not necessarily accountable, since they have no control over the goods for which they manufacture labels, still I believe lithographers and printers will help themselves as well as their customers if they tactfully call the attention of customers to cases of misbranding. In some cases they may go further and very properly refuse to manufacture and sell labels which they know are false, as for example, those which indicate that the product is made in a locality where the user has no factory."

As an example of the extent of this tobacco misbranding campaign—the Fair Trade League now has no less than fifteen cases on file with the Federal Trade Commission. These involve misuse of the terms "Havana," "Cuba," "Tampa," "Key West" and other local names.

HEAD OF CONNECTICUT TOBACCO STATION HAS HAD WIDE AND VARIED TRAINING

When Connecticut needed a director for the Tobacco Experiment Station at Windsor, they wanted a man of scientific training and experience, but at the same time a dirt farmer with experience in every detail of handling tobacco, a man who knew how to mix with the cosmopolitan Valley tobacco growers as well as how to mix fertilizers. They chose Dr. P. J. Anderson, plant pathologist of the Massachusetts Agricultural Experiment Station.

Paul J. Anderson brings to the Experiment Station a broad, and at the same time, a specialized experience in agriculture. He grew up on a farm in the Middle West where the day began at 4 A. M. and closed so long after sundown that he never had time to read Samuel Gompers on the eight-hour day.

Commenting on the policy and purpose of the Tobacco Experiment Station, Dr. Anderson says:

"The Connecticut Valley tobacco industry is at a crisis. More money has been lost than made on tobacco in the last few years. Unless the profits of the grower can be increased, the industry has not long to stay. The Valley produces only cigar leaf tobacco, but the use of cigars is not increasing. If the selling price of tobacco is raised there will be a decrease in consumption. A raise therefore cannot be made. There is only one other way in which the growers' profits can be increased, and that is by reducing the cost of production. It costs $300 to $400 an acre to grow this tobacco—the most expensive tobacco raised in the world.

"The task of the experiment station is to learn how we may reduce that cost. One-third of the cost of tobacco is the expense for fertilizer. Are there not cheaper fertilizers which can be made to produce as good tobacco and as much of it? I believe there are, and we are going to find them. Are there some strains or breeds of tobacco which will produce higher yields or better grades of leaf? We will test them all out accordingly. Diseases are reducing the yield and value of the crop to the extent of thousands of dollars every year. It costs just as much to grow a diseased acre worth $200 as it does a good one worth $500. Cannot this loss be prevented? I know that a great deal of it can. I believe that in time we will find ways of preventing most of it.

"The average individual grower has not the time, the ground, the money, the scientific training nor the patience to carry out this work. To be the advance guard of the industry is the task for the experiment station equipped as it is with facilities and men trained for this work and with permanent state support, so long-time experiments are carried through. If the tobacco experiment station can't carry out this program, it has no excuse for existence.

"The Connecticut Valley's tobacco, though it is scarcely three per cent. of the country's production, is worth $20,000,000, being the finest wrapper tobacco produced. In Massachusetts and Connecticut, 37,000 acres are planted to this crop alone, two-thirds of them being in the latter state. The pulse of this industry then indicates the health and prosperity of the agriculture of the whole Valley."

Dr. Anderson is married and has one daughter. He is a Mason, a Congregationalist, a member of the American Phytopathological Society, Botanical Society of America, and the Kappa Epsilon fraternity, and of the scholastic honorary societies, Sigma Xi, Phi Beta Kappa and Phi Kappa Phi.

News from Congress

(Continued from page 12)

signature, for use should he again violate the law in the same manner.

The new method, it is anticipated, will materially lighten the work of the commission. Analysis of the commission's activities shows that only eight out of each 100 inquiries received reach a stage where a formal complaint is issued and that the average of cease-and-desist orders issued is slightly less than six out of each 100 inquiries.

Some Foreign Goods Forbidden Entry Into U. S.

Importation of the products of a number of foreign manufacturers is forbidden under orders issued by the Treasury Department as a result of such manufacturers' refusal to permit representatives of the department to inspect their books and papers in an effort to ascertain the true market value or classification to be given their commodities. This action is taken under section 510 of the tariff law, which authorizes the Secretary of the Treasury to place an embargo upon the importation of commodities of manufacturers who refuse to permit such inspections.

The Treasury Department has been reluctant to put into effect the provisions of the law applying to manufacturers who refuse information, but opposition on the part of foreign producers became so marked that it was felt stern measures were necessary to meet the situation. The number of manufacturers whose goods are barred from the United States has increased steadily during the last few months. The loss of this market as a result of such action, it is believed, will bring recalcitrant foreign manufacturers to the adoption of methods of co-operation with our Government representatives.

Effort Will Be Made to Prevent Tariff Revision at Next Session

Every possible effort will be made by administration leaders to prevent a reopening of the question of import duties at the next session of Congress, although it is probable that the administrative features of the tariff law will come up for revision.

It is admitted that changes might easily be made in the rates which would increase the Government's revenues by possibly as much as $50,000,000, but it is claimed that the present law has not had sufficient time to show what it is capable of, and there is much reluctance to undertake the framing of a new law before adequate data has been secured regarding the present one.

That there will be a strong demand for tariff revision is unquestioned, as during the last session a number of industries sought to have the matter taken upon the ground that the present law did not afford them adequate protection from low-cost European products, but it is the hope of the administration that Congressional consideration may be confined to the administrative provisions which, it is admitted, are badly in need of adjustment.

New Postal Rates Effective Today

The attention of the trade is called to the fact that beginning April 15 the new postage rates provided in the postal pay bill went into effect, a number of the increases directly affecting the tobacco industry. A summary of the more important of the new rates follows:

Private mailing cards, two cents each.

Books and catalogues of 24 pages or more, one cent for each two ounces or fraction thereof, up to a weight limit of eight ounces. Circulars and other miscellaneous printed material, including books and catalogues of less than 24 pages, and merchandise, weighing not more than eight ounces, 1½ cents for each two ounces or fraction thereof.

Third-class matter weighing more than eight ounces is classified as parcel post. No changes are made on the zone rates, but a service charge of two cents is imposed on each parcel, regardless of weight or destination, except those collected on rural delivery routes. Parcel post matter may receive special transportation, similar to that given first-class mail, upon payment of a fee of 25 cents; this is not special delivery, which applies only to matter after receipt at the post office of delivery, and which may also be secured upon payment, in addition to postage, service charge and special handling fee, of the special delivery fee.

The new rates for money orders are as follows: Orders not exceeding $2.50, five cents; from $2.50 to $5, seven cents; $5 to $10, ten cents; $10 to $20, twelve cents; $20 to $40, fifteen cents; $40 to $60, eighteen cents; $60 to $80, twenty cents; $80 to $100, twenty-two cents.

The fee for registry of domestic mail, including that destined for our island possessions and the Canal Zone, is fifteen cents. This rate, however, does not yet apply to mail for Canada, Cuba, Mexico, Panama or other countries. If a receipt showing delivery is desired by the sender, an additional fee of three cents is imposed.

Rates for insurance of domestic third-class and parcel-post mail are as follows: Insurance up to $5, five cents; $5 to $25, eight cents; $25 to $50, ten cents; $50 to $100, twenty-five cents. If a receipt showing delivery is desired by the sender, an additional fee of three cents is imposed.

Collect-on-delivery service for third-class and parcel-post matter now requires fees of twelve cents on collections not exceeding $10; fifteen cents on collections between $10 and $50, and twenty-five cents on collections between $50 and $100.

No change is made in the fee for special delivery of matter weighing not more than two pounds, which is ten cents; but fees of fifteen cents are imposed on matter weighing between two and ten pounds, and twenty cents on matter weighing in excess of ten pounds.

After all nothing satisfies like a good cigar

"experienced wonderful success"

JOHN H. SWISHER CARL S. SWISHER

Jno. H. Swisher & Son
CIGAR MANUFACTURERS
Newark, Ohio

TOBACCO DIVISION
H. B. COULTER
REG. NO. 3, 11TH DIST. OHIO.

January 3rd, 1925.

Universal Tobacco Machine Company,
116 West 32nd Street,
New York City, N.Y.

Gentlemen:

In connection with our order for your Model L Universal Scrap Bunching Machines and equipment for the year 1924 against which you have already shipped 10 machines to our Jacksonville, Florida factory, please ship immediately 30 additional of your Model L Universal Scrap Bunching Machines to our Jacksonville, Florida factory and follow same with 20 more machines to our Wellston, Ohio factory which 50 machines will complete this order.

You will find enclosed your contract for our additional Model L Bunching Machine requirements for the first six months of the year 1925 in connection with which we will favor you with shipping instructions for delivery prior to July 1st, starting in immediately following your completion of deliveries against our 1924 contract.

Needless to say we have experienced wonderful success with your Model L Universal Scrap Bunching Machines and it is our intention to equip all of our factories with your Model L just as fast as we can secure deliveries on this equipment.

Adding very kind regards, we are

Yours very truly,

JNO. H. SWISHER & SON

BY

HBC*LMK.

After all nothing satisfies like a good cigar

Price
$850
Complete
F. O. B. Factory
Newark, N. J.

Universal Tobacco Machine Co.
116 West 32nd Street, New York
Factory, Newark, N. J.

EGYPT AS A TOBACCO CONSUMER

(Continued from our April 1st Issue.)

Trade Commissioner Richard A. May, Alexandria

Grades Required by Egyptian Market

Leaf tobacco to supply present-day requirements of the Egyptian cigarette industry may be divided into three groups, according to the type and grade of cigarettes manufactured. The first is of extra good quality, prepared almost exclusively for export and constituting the continuation of the old pre-war grade and type known for its exceptional aroma and flavor. The demand for this type is light, accounting for but 5 per cent. of the consumption, and the leaf is supplied by Turkey, Russia, and certain sections of Greece. The second group, represented by the second-grade cigarette, accounts for a larger consumption. It supplies the domestic demand and is of some small export importance. The third group, consisting of the lowest quality of Egyptian manufactured cigarette, represents about 75 per cent. of the leaf consumption and is made principally of low-grade Greek, Chinese and Japanese tobaccos.

Color is an important item in the Egyptian market for leaf tobacco intended for cigarettes, as color has a special significance in the determination of blends. Red, light red, yellow, and pale are the most common varieties.

American Cigarette Tobacco Successfully Introduced

Owing to competition in the local markets from imported cigarettes manufactured of American tobaccos, one local factory has recently experimented in the manufacture of so-called "Virginia" cigarettes. These are made of Virginia tobacco blended with other tobaccos in such a manner as successfully to imitate English brands in color, shape, and other details. Because of this successful introduction of American cigarette tobacco into the locally manufactured product, the inreasing taste among Egyptian smokers for cigarettes of American tobacco, and the attractive prices which American leaf exporters can offer, it is believed that the Egyptian market holds exceptionally bright prospects for the future. The low quality tobaccos from Greece, China, and Japan, now so largely consumed, are not likely to continue in favor when the superior taste of cigarettes of American tobacco becomes more widely recognized.

It is believed, furthermore, that there exists in Egypt a good market for other types of American leaf tobaccos. Reference is made to the manufacture of cheap imitation Italian cigars called "Tuscana." This relatively small consumption utilizes American camel tail long, dark, or dark-red leaf types. When particularly thick these types have been in demand for years as chewing tobacco among the Upper Egyptians. Originally Turkish tobacco was used by the Egyptians for chewing, but recently the Chinese product has come into prominence. It is possible that a greater demand for American tobaccos of the types mentioned for chewing purposes could be developed.

British Manufactured Tobacco Leads in Egypt—Revenues

The United Kingdom predominates decidedly in supplying the Egyptian imports of manufactured pipe, cigarette, and chewing tobacco. About 22,000 kilos are imported yearly, and the United Kingdom furnishes fully 90 per cent. Nevertheless, it is believed that American manufacturers of tobacco can successfully develop their blends in Egypt in competition with the already established British marks. At any rate, the market is not without distinct potentialities, and therefore deserves the attention of American exporters who are in a position to meet British competition.

Since the Egyptian Government obtains a revenue of about £E. 5,000,000 or £E. 6,000,000 annually from tobacco import dues, and as such dues are assessed when tobacco is withdrawn from the customs or bonded warehouse stores it is customary for tobacco manufacturers to leave their stocks in the tobacco stores until actually desired for immediate consumption. These import dues amount to 80 Turkish piasters per kilo for unstemmed and unstripped leaf tobacco when accompanied by a certificate indicating the country of origin. When such a certificate does not accompany the imported article the duty is 82 Turkish piasters per kilo. Stemmed or stripped leaf tobacco is assessed an import duty of 90 and 92 Turkish piasters per kilo. Tobacco manufacturers are allowed an export drawback of 60 Turkish piasters per kilo.

Egyptian Stocks of Tobacco

Stocks of tobacco existing in Egypt are officially maintained at Alexandria and Cairo under the supervision of the Egyptian Customs Administration, and at Port Said under the supervision of the Egyptian Bonded Warehouses Company (Ltd.). Unfortunately statistics as compiled by these two official organizations indicate the quantity on hand only according to packages, without any reference to countries of origin or to size of package. After carefully analyzing the statistics of stocks as published by these two organizations, it may be ascertained that during the past five years stocks at Alexandria have fluctuated between 121,000 packages and 196,000 packages. During 1924 the largest tobacco stocks held at Alexandria were 153,247 packages in January, while the smallest total was 126,032 packages in November. There seems to be no seasonal fluctuation in stocks of tobacco held in any of the Egyptian cities.

Stocks of tobacco held in bond in Cairo, which may have previously been reported in part at either Alexandria or Port Said, fluctuate between 30,400 and 38,000 bales and cases. In 1924 the stocks at Cairo approximated 37,000 bales and cases, as against average quantities of 31,000 bales and cases in the three preceding years. Stocks of tobacco held in bond at Port Said fluctuate between 5000 and 12,500 bales, the largest amount in 1924 being recorded on April 30 as 12,422 bales and cases and the smallest quantity 9630 on June 30.

CIGARMAKER BANKRUPT

A voluntary petition in bankruptcy has been filed by William L. Sacks, cigarmaker, of Perkasie, Pa. Liabilities are listed at $1819, and assets at $462. J. Freeman Hendricks is Referee.

DICK BYTHINER A VISITOR

Dick Bythiner, of E. Rosenwald & Brothers, leaf tobacco dealers of New York City, canvassed the Philadelphia trade a couple of weeks ago. Dick is a Philadelphia boy, but this is his first business visit to his home town for many years.

C. A. BOND HOME AGAIN

Charles A. Bond, tobacco agent for the Philippine Government, has returned to his headquarters at 15 William Street, New York City, after a business trip through the Middle Western States.

For six generations the art of cigar making has attracted the best Filipino workers in the Philippine Islands

There are no other industries at Manila requiring skilled hand labor that offers employment to large numbers of people. The cigar factories, therefore, have always the opportunity to obtain the brightest and the best young workers, and to train them in methods made famous by the Spanish Masters of the craft.

Quick and adaptable, possessing native skill and capable hands, the Filipino Worker is second to none in the World where patient and careful craftsmanship is required.

Manila cigars sold in the United States are hand-made, long-filled.

PRICE FOR PRICE MANILA CIGARS CHALLENGE COMPARISON

Manila Ad Agency

Send for List of Agents and booklet.

15 WILLIAM STREET, NEW YORK

'Phone Broad 1015

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO.,
Third and Lock Streets, Cincinnati, Ohio.

NIC. ALTHAUS CO
MANUFACTURERS OF
CEDAR SAW CIGAR BOXES AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. 4270 LEXINGTON 637-641 EAST 17 ST. NEW YORK. ESTABLISHED 1875.

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CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars $2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PETER MANNING (The Race Horse):—44,142. For all tobacco products. March 25, 1925. W. W. Muehlhauser, Quakertown, Pa.

BETTY BLISS:—44,147. For all tobacco products. February 28, 1925. American Litho. Co., New York, N. Y.

EMILIA LOPEZ:—44,148. For all tobacco products. March 3, 1925. Juan Lopez & Co., Gary, Ind.

KARNEYS PEAK:—44,154. For all tobacco products. April 1, 1925. Geo. Schlegel, Inc., New York, N. Y.

TRULY-J:—44,153. For cigars. March 30, 1925. Vicenzo Miceli & Manuele Miceli, New York, N. Y.

JELLYBEANS:—44,155. For cigars. April 3, 1925. A. Falk & Son, New Orleans, La.

LATOUR:—44,156. For all tobacco products. April 3, 1925. American Litho. Co., New York, N. Y.

ESSEX:—44,157. For cigars only. February 13, 1925. American Box Supply Co., Detroit, Mich.

FOR MYSELF:—44,158. For cigars. April 2, 1925. S. & B. Cigar Co., Brooklyn, N. Y.

"352," CERT.:—44,159. For smoking tobacco. April 6, 1925. Southern Tobacco Co., Inc., Memphis, Tenn.

TRANSFERS

DE LUXE:—6195 (Tobacco Leaf Publishing Co.). For cigars. Registered January 2, 1891, by F. B. Rush, St. Joseph, Mo. Transferred to Rush Mfg. Co., Reading, Pa., March 23, 1925.

NA BOCKLISH:—9431 (U. S. Patent Office). For cigars. Registered August 16, 1902, by the Central Cigar Mfg. Co., New York, N. Y. Transferred to Michael J. McCarthy, Andrew Huger & William J. Slevin, New York, N. Y., March 19, 1925.

NA-BOCKLISH INTERVALS:—152,706 (U. S. Patent Office). For cigars. Registered March 7, 1922, by the Central Cigar Mfg. Co., New York, N. Y. Transferred to Michael J. McCarthy, Andrew Huger & William J. Slevin, New York, N. Y., March 19, 1925.

LA CENTRALOS:—24,897 (U. S. Tobacco Journal). For cigars. Registered November 27, 1901, by the Central Cigar Mfg. Co., New York, N. Y. Transferred to Michael J. McCarthy, Andrew Huger & William J. Slevin, New York, N. Y., March 19, 1925.

LIMITATION:—28,153 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered September 10, 1913, by Petre, Schmidt & Bergmann, New York, N. Y. Transferred to the Central Cigar Mfg. Co., New York, N. Y., September 11, 1913, and re-transferred to Michael J. McCarthy, Andrew Huger & William J. Slevin, New York, N. Y., March 19, 1925.

CINSHONA:—26,444 (Tobacco Leaf Publishing Co.). For cigars. Registered November 18, 1903, by John F. Scaife, Philadelphia, Pa. Transferred to The Cinshona Cigar Co., Dayton, Ohio, December 20, 1923, and re-transferred to Engelman Cigar Co., Dayton, Ohio, March 24, 1925.

ALCALA:—10,861 (Trade-Mark Record). For cigars. Registered September 3, 1891, by George Schlegel, New York, N. Y. Transferred to A. C. Hirschfeld & Co., Inc., San Francisco, Cal., November 8, 1919, and re-transferred to Dingman-Van Dyke & Co., San Francisco, Cal., March 12, 1925.

LA PORTOLA:—(Tobacco). For cigars, cigarettes and tobacco. Registered April 27, 1909, by Edward Wolf Co., San Francisco, Cal. Transferred to A. C. Hirschfeld & Co., Inc., San Francisco, Cal., September 15, 1919, and re-transferred to Dingman-Van Dyke & Co., San Francisco, Cal., March 12, 1925.

BOATMEN'S BANK BUILDING:—44,092 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered February 7, 1925, by Gradiaz, Annis & Co., Tampa, Fla. Transferred to Dengler & Hatz Cigar Co., S. Louis, Mo., February 13, 1925.

NATIONAL ASSET:—37,677 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered August 21, 1912, by Geo. Schlegel, New York, N. Y. Transferred to the Merchants Cigar Box Co., Dallastown, Pa., April 3, 1925.

TAMIANI TRAIL:—40,169 (Tobacco Merchants Association). For cigars, tobacco, etc. Registered March 6, 1917, by Wm. Steiner Sons & Co., New York, N. Y. Transferred to Clyde Glenn, Tampa, Fla., April 30, 1917, and re-transferred to W. H. Streeter Cigar Co., Ltd., St. Petersburg, Fla.

TRAIN ADDS WOMEN'S SMOKER

A special room in which women may chat and smoke will be provided on a car to be added by the Chicago, Milwaukee and St. Paul Railroad to its Olympian express between here and Seattle, the management has announced. The car also will contain a new type of sleeping quarters.

T. E. BROOKS SECURES WESTERN DISTRIBUTOR

T. E. Brooks & Company, of Red Lion, Pa., has been fortunate in securing F. H. Miles, a cigar broker of the Middle West, to handle their "Havana Sweets" and "Canadian Club" cigars exclusively, in the Middle Western and Southern States. Mr. Miles is well known throughout this territory, having covered it regularly for over twenty years.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all cut loaf tobacco is the finest cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
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WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH-VOICE
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ART LITHOGRAPHERS
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PERFECT LITHOGRAPHY
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American Lithographic Co.
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SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
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ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

FULL Havana Filler

Actual size of Robt Burns PANATELA

For real enjoyment, nothing can beat real Havana

There is a cool, soothing enjoyment in good Havana tobacco; a tempting aroma, a wholesome fragrance—and nothing else can take its place.

That is why every Robt Burns cigar is guaranteed to have a full Havana Filler. Not just a little Havana mixed with less costly, less satisfying tobacco, but FULL Havana Filler.

And that is why more smokers are turning to Robt Burns daily. Beyond doubt, it is the most outstanding Quality at the price in the market today.

Robt Burns

The PANATELA 10¢ | *The* PERFECTO 2 *for* 25¢ | *The foil-wrapped* INVINCIBLE 15¢

After all nothing satisfies like a good cigar

General Cigar Co., INC.

MAY 1, 1925

VOLUME 45 No. 9

THE TOBACCO WORLD

Making Cigar Boxes is a simple process

Making Good Cigar Boxes is different

Making Good Cigar Boxes economically is an accomplishment

The L. & M. Box will convince you

LESCHEY-MYERS CIGAR BOX CO.

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YORK-HANOVER-EPHRATA-PHILADELPHIA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Wooden Cigar Boxes Protect Both Your Merchandise and Your Reputation

WOODEN Boxes permit the cigars to "breathe" and to give up excess moisture in hot weather or warm, damp climates, thereby preventing mould or fuzz.

In the dealer's case wooden boxes invite selection without damage, or handling by unclean hands. When a retailer opens a "wooden box" of cigars he finds them in as good a condition as they left your factory.

When a smoker selects from "wooden boxes" he gets clean, unhandled cigars that have additional mellowness and richness.

These Six Reasons Tell Why Wooden Cigar Boxes Excel

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes

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INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

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OPTIMO CIGARS — VERY MILD — VERY MILD

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Office, 1181 Broadway, New York City
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The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

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LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
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1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

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IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

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STRIPPING MACHINES WANTED—We are desirous of purchasing up to six second-hand Universal Stripping and Booking Machines at a cost of not more than $100 per machine. Address Box 482, "Tobacco World."

SITUATION WANTED

WANTED—POSITION AS CIGAR FACTORY SUPERINTENDENT—Twenty years' experience with some of the largest manufacturers; hand, mold or suction. Address John Gruber, 2836 North Twentieth Street, Philadelphia, Pa.

SUPERINTENDENT—MAN WITH 25 YEARS' EXPERIENCE desires position as cigar factory superintendent with reliable manufacturer. Address Box No. 479, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 45 MAY 1, 1925 No. 5

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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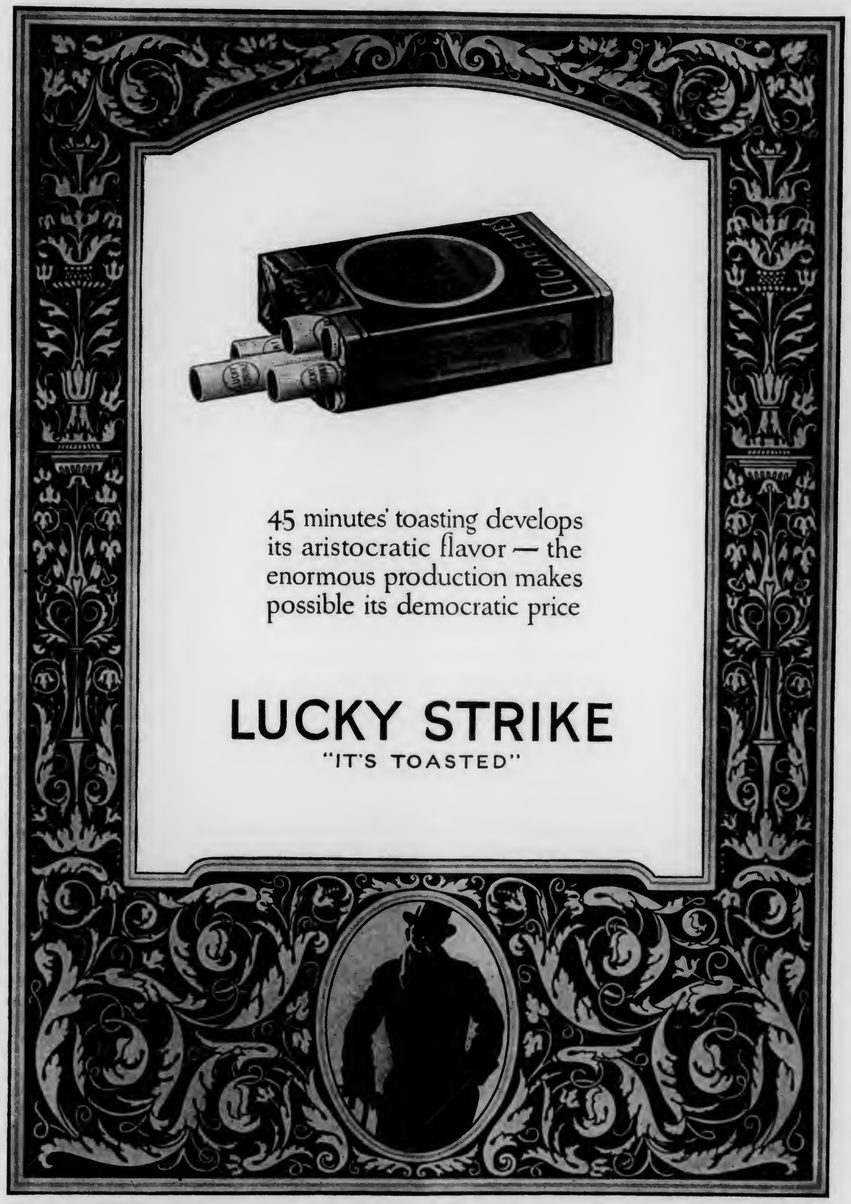
PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality

122 SECOND AVENUE
NEW YORK CITY


CONCEALED
45 minutes' toasting develops its aristocratic flavor — the enormous production makes possible its democratic price
LUCKY STRIKE
"IT'S TOASTED"

Volume 45

THE TOBACCO WORLD

Number 9

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MAY 1, 1925 Foreign $3.50

EDITORIAL COMMENT

MAY 14 and 15 marks the dates of the Fourth National Convention of Tobacco Men, to be held in the New Willard Hotel, Washington, D. C.

This invitation is extended to the entire industry and we have no doubt that the various branches have been reached in a most thorough manner by direct mail from the office of the Managing Director.

However, it is important to bring to the entire tobacco industry the importance of this gathering, and the necessity for participating in this national meeting.

Some branches of the industry certainly face a critical situation at this time and any relief must come through co-ordinated effort, because no individual can stand alone in such a vast business as the tobacco industry.

The allied branches, in proportion to their interests in the tobacco field, are and will be vitally affected by the progress of the tobacco business. The tobacco industry can go ahead, and it will if there is complete co-operation all along the line.

If you have not sent in your acceptance to the Tobacco Merchants Association, don't delay in taking care of it at once. It is important that the Tobacco Merchants Association knows just how many people it will have to make provision for.

There is great need for a "Get Together Meeting" of the industry and its allied branches. The opportunity is now provided. Don't fail to take advantage of it.

H. B. H.

ALL persons affiliated with, or indirectly interested in the tobacco industry, are looking forward to the results of the convention of The Tobacco Merchants Association, to be held at the New Willard Hotel, Washington, D. C., on May fourteenth and fifteenth.

With the reports that Commissioner of Internal Revenue Blair and Secretary of Agriculture Jardine, as well as the majority of the leaders of the cigar industry, are to be present, we can look for some definite results from this convention, for the betterment of the cigar industry.

Two years ago at the last Tobacco Merchants Association convention, committees were appointed, and have since been functioning, for the enhancement of conditions in the cigar industry, and for the creation of increased sales of cigars, and these committees will no doubt have interesting and profitable reports to submit.

The writer believes that among other matters to be discussed, one of great importance would be the idea of securing the co-operation of the Tobacco Merchants Association and the tobacco exposition managers, toward having the T. M. A. convention and the tobacco exposition held at the same time and in the same city.

As to the propriety of holding the convention and exposition at the same time, a lesson can be taken from the success of the Hardware Association which was last held in Philadelphia in the Commercial Museum in February of this year.

This Hardware Association has a system whereby buying is encouraged by giving the purchaser, whether jobber or retailer, a discount or allowance on each purchase made at the exposition, and buyers wear a certain color badge and exhibitors wear another color badge, so that buyers can readily be distinguished, and I am informed that over a million dollars worth of orders were placed at this last exposition.

The system mentioned brings in a majority attendance, and certain times are reserved for convention purposes and entertainment, and other time is apportioned for buying, with the result that there is greater co-operation and interest created among all branches of the trade, and great opportunity is offered the manufacturer to introduce anything new he has to offer, and gives the distributor a better knowledge of all merchandise on the market.

A grand prize is also given to the firm or individual making the largest amount of purchases in dollars and cents during the convention.

Surely a genuine get-together of all branches of the cigar industry would tend toward the betterment of conditions, and a better understanding to exist between manufacturer and distributor.

The writer recently had the pleasure of meeting E. C. Berriman in Philadelphia, who stated that in a talk he had a short time since with Under Secretary of the Treasury Winston, he brought forth the thought for a remedial measure to present cigar manufacturing conditions, that the tobacco allowance to the manufacturer be reduced to fifteen pounds, instead of twenty pounds as at present.

It is to be hoped that Mr. Berriman will favor the convention with his presence and with his able assistance, that proper pressure be brought to bear with the Internal Revenue Governmental heads, and with their co-operation be able to consummate the changing of the tobacco allowance to a lower amount as all will agree that smaller cigars will help the industry greatly from a quality as well as a production standpoint.

Some fifteen to twenty years ago the cigar industry was in a thriving condition, and kept pace in increased production with the increase in population, and at that time a great portion of the cigars consumed were four and one-quarter inch Conchas and Chico shapes, and the consumer was satisfied.

A Government regulation on the amount of tobacco allowance per thousand cigars would best do away with the existing extravagant sizes of cigars, which not only hamper profit to the manufacturer, but prevent the consumer from getting the quality he desires and deserves.

Let us therefore trust that this convention which will be attended by the brains of the industry, will result in some radical and definite actions to bring the cigar industry back to the position of a healthy and prosperous condition, to which it rightfully belongs.—J. R.

WALLER PRESIDENT NEW YORK BOARD

Jerome Waller was re-elected president of the Leaf Tobacco Board of Trade of the city of New York, for the third time, at their last annual meeting held on April 14th at the offices of the Stern-Mendelsohn Company, Incorporated.

The officers for the ensuing year are: President, Jerome Waller; vice-president, Ira Shorin; treasurer, Henry Oppenheimer; secretary, Moritz Neuberger.

SAPIRO SUES FORD FOR A MILLION

Aaron Sapiro, organizer of the Farmers' Co-operative Associations in the South, has filed a suit against Henry Ford and the Dearborn Publishing Company for libel, and asking for $1,000,000 damages.

The suit is the outcome of an article published in the *Dearborn Independent* some time ago.

V. GUERRA, DIAZ NEW YORK OFFICE TO CLOSE

Owing to the fact that the "La Mega" cigar, manufactured by the V. Guerra, Diaz and Company, of Tampa, has been placed with G. S. Nichols and Son, for distribution in the New York territory, the New York office of the company will be closed on May 1.

BUSINESS CONDITIONS

The National Bank of Commerce, in New York City, in discussing current business conditions, says:

Business has slowed down somewhat during the last thirty days. This is clearly evidenced by reduction in the rate of operations of such major industries as iron and steel and cotton and wool textiles, declines in stock prices, lessened stock market activity and the continued downward trend of the wholesale prices of basic commodities. Production this spring has followed the same general course as in the early part of the two preceding years, expansion being brought to a halt by unmistakable evidences of excessive output. There is no occasion for surprise that this check has occurred, for this is an inevitable feature of readjustment from the abnormal conditions of the war and postwar years. The swings of the pendulum are narrowing. There was less overproduction in 1924 than in 1923 and the indications are that the slackening in 1925 will be less than in 1924. Although output in some lines thus far this year has outstripped consumption, there has been a quick abandonment of false hopes and prompt adjustment to the actualities of the situation. It is quite likely that further reductions in the rate of operations will occur in some lines between now and midsummer, after which the course of events will be determined primarily by the outlook for crops and for agricultural prices. If business today is not especially good, only in a few industries can it be fairly said that it is poor, and there is no reason to expect that it will become so. Conditions are fundamentally better than they were at the beginning of the year and better than at the corresponding period of any year since the World War.

One Way to Reduce Overhead

Practically all classes of business are encountering continued resistance to price advances and a disposition to wait for declines. The result is unremitting competition and a struggle for profits. Better and cheaper processes are being sought and found, and lower wages are being discussed with occasional reductions here and there in some industries, but there is one obvious method of lowering costs which is being overlooked, or if not overlooked, mentioned only with extreme hesitation. That is the elimination of unproductive yet comparatively highly paid executives. Men with vision and the will to make the vision a reality furnish the motive power of their organizations and there is no yardstick by which the value of their services can be determined. There are many who believe they are of this type and who during the war years and the postwar boom persuaded others that they were. In consequence many business organizations are now handicapped with an overload of comparatively high-priced executives whose services are unproductive.

A result of this situation is that such men at high salaries are busied on routine matters which they handle badly or which they try to unload on others by gathering assistants around them. This evil is always more or less present, being frequently the result of failure of promising employees to develop as it was hoped they would do when promoted to executive positions and subsequent lack of courage to correct the errors made. Elimination of unnecessary highly-priced officers and employees who are engaged on tasks which lower-paid men could do as well or better will cut into costs. The economy campaign should not pass by the executive staff. When costs have been reduced there, much progress will have been made toward better profits.

PHILADELPHIA NEWS

The J. B. Cigar Company, 113 North Tenth Street, who conducts a retail stand in connection with their manufacturing plant, are increasing their production to meet the big demand they are enjoying on their "La Ileta" brand.

This cigar retails at ten cents and upwards, and among the popular sizes are Squares, Favoritas and Esceppionales.

J. G. Blanco & Company, Eleventh and Cuthbert Streets, are making an attractive display of "El Articulo" and "La Saltiro" brands of their own manufacture, and also imported Cuban made Havana cigarettes.

M. J. Dalton Company, at their store 29 South Eleventh Street, have as their leaders the well-known "Lozano" and Marie Antoinette" brands, and are also featuring "Iduna" perfectos at two for fifteen cents, and "Pennsylvania Hand Made" and "Robert Fulton" at five cents.

Otto Eisenlohr & Brothers, 932 Market Street, have a window dressing showing the latest window display of "Cinco" cigars, and introducing the invincible shape to this market. This display is creating much interest and favorable comment.

B. Spivak, who recently secured the store property at 131 South Tenth Street, has finished installing very elaborate fixtures and a soda and lunch counter and opened for business on April twenty-eighth.

Mr. Spivak, who is known to his customers as "Nifty Ben," carries all the popular brands of cigars, as well as a complete line of fine stationery and magazines and periodicals.

Mr. John Williams, president of the Victory Cigar Company, Eleventh and Locust Streets, reports a continuous increase in the demand for the already popular "Victory" and "Bank Note" brands.

Yahn & McDonnell, Adelphia Hotel stand, are receiving a good call for "Langsdorf Selection De Luxe," "Optimo" and "Bering" cigars and are displaying a special sale on London-made pipes which go to the consumer at one dollar.

Yahn & McConnell, Widener Building store, have an especially attractive display of the "Ben Franklin" London-made pipes retailing at five dollars.

The box containers for these pipes are of red and blue stripe coloring which adds greatly to the window dressing.

"Valencia" short smokes, packed ten in foil for twenty-five cents, are having a good sale at this stand.

Holt Cigar Company, South Broad Street, are having a special sale on "El Palencia" cigars in a number of sizes at greatly reduced prices.

This concern also handles all the popular brands of local manufacture.

Godfrey S. Malm Company, Thirteenth and Chestnut Streets, are making a drive on "G. S. M." blunts at five cents.

F. B. Vetterlein, Fifteenth and Market Streets, has among his best sellers "El Dimisco," ten cents straight; "Fedora," ten cents and upwards; "Andres Diaz," two for a quarter and upwards, and "Achiever" and "Royal Club" at five cents.

John Middleton, 1211 Walnut Street, is having a big repeat business on the "J. M. Factory Smokers," retailing at two for fifteen cents. These cigars are of exceptional quality and generous in size, and are packed in foil-lined boxes for the preservation of the aroma and freshness.

This firm also has a special sale on "Selbur Roughs," an English made pipe, at one dollar and a quarter. These pipes are an exceptional value and come in all the desired shapes.

Walking canes and fancy glass cigarette stands are late additions to the Middleton stock.

Next week, the Middleton windows will be largely given over to the Philadelphia Art Association for the display of paintings, etc., executed by the prominent artists of Philadelphia, and should prove a great attraction to the many art lovers of this vicinity.

George B. Evans Drug Stores are displaying "Mirabo" and "Evanita" cigars, both of which are their private brands, and which have a host of friends among the consumers.

The Evans stores carry all the popular brands as well.—J. R.

"EL TREBOW" PROMISES TO BE POPULAR

The "El Trebow" cigar promises to soon become popular in the Philadelphia market, and the factory on North Second Street, under the able management of Max Trebow, may soon have to enlarge their quarters in order to take care of the necessary production. The Trebow Cigar Company started production at 110 North Second Street only a short time ago and have been steadily forging ahead. The cigar is Sumatra wrapped and made in several popular sizes.

BOBROWS SECURE FANCY SUMATRA

At the Bobrow offices last week, everybody was happy over the news received from Amsterdam that a goodly supply of fancy Sumatra wrappers had been obtained by their European representative to be used on their famous "La Tosella" cigars. The wrappers cost real money, but that is a small matter when the quality of their product is assured.

THE SECRET'S OUT

According to advertisements appearing in the New York newspapers, the secret's out as to why the "Cinco" cigar is so popular. The tobacco contained in this cigar is "cured in wine." No wonder they taste so good. This new series of advertisements is meeting with wonderful success and many new accounts are being opened on this cigar.

Michael Zagadkin has sold his cigar stand at ness for over fifty years, has sold his cigar stand at 4364 Frankford Avenue, to Lotman Brothers.

A. Goldberg has sold his stand at 4349 Frankford Avenue. He conducted a cigar stand on Front Street for a number of years.

Charles Hipple, of Hipple Brothers, leaf tobacco brokers of North Third Street, was a visitor in New York City last week.

Nelson Fry, who has been in the retail cigar busi- Nineteenth and Arch Streets to Mr. Hoffman.

DETROIT

Employment in Detroit on the Increase—J. A. Campbell Receiver for Landfield & Steele—I. C. D. Association Holds Banquet and Get-together—Tobacco Table Holds First Meeting—W. A. Andruss a Visitor

April 23, 1925.

DETROIT is going to the front in rapid style. The confidence of outside financial interests in Detroit real estate is strikingly demonstrated by the immense volume of money for local investment. Survey of outside capital shows that at the end of March more than $400,000,000 has been invested in real estate and other development plans here. The concrete evidence of faith in the future of Detroit and its great automobile industry, is reflected in the general tone of steady improvement in practically every line of business. The city is in an unusually healthy condition, and with the flow of outside capital certain to be continued, the outlook is the brightest in years. An increase of 4449 is shown in the labor barometer of the Employers' Association for the week ending Tuesday. This brings the combined working forces of the firms reporting to 232,068. The employes of these concerns compose two-thirds of the city's working population. A year ago the labor barometer reading was 235,358.

The firm of Landfield & Steele, manufacturers of "El Parcil" and "Heinegabubeler" have gone into the hands of a receiver. The liabilities are listed at $40,000 with assets of $25,000. John A. Campbell, of the Wadsworth-Campbell Box Company, has been appointed receiver.

Leon Schwab, of Schwab, Davis & Company, Tampa, Fla., called on the trade here last week.

L. J. Lump, of the National Humidor Company, Chicago, Ill., signed the TOBACCO WORLD register at Bert Johnson's this week.

J. Eugene Beck, of R. A. Bachia & Company, New York, N. Y., was with us for a few days last week.

J. F. Anderson, of "La Venga" fame, blew in from the Windy City last week and lingered around for a few days looking over conditions. J. F. reports conditions as being very good in the sections covered this trip.

E. H. Briody, of Kraus & Company, Incorporated, Baltimore, Md., manufacturers of "In-B-Tween" and numerous other fast selling brands, was here last week conferring with his jobber on the sale of the Kraus products.

Harvey Vreeland, of Benson & Hedges, specially gave us the once over this week. Harvey's brands of cigarettes enjoy a big sale and a splendid distribution in the Motor City and he is always a welcome visitor in our midst.

Mr. A. Ruhstrat, Detroit manager for Nathan Elson & Company, manufacturers and distributors of "Ben Bey" cigars, reports the sale of his brand as increasing rapidly. The "Ben Bey" cigar already enjoys a fine distribution and is repeating in all sections of the city. The company expects to start an extensive advertising campaign within the near future.

The Detroit Independent Cigar Dealers' Association, held an informal banquet and get-to-gether meeting at the Wolverine Hotel recently at which time new officers were elected for the year 1925, namely, R. E. "Doc" Watkins, president; M. A. La Fond, vice-president; Bill Thompson, secretary; Herman Lieberman, treasurer, and George H. Stone, Mannie Boutette and Al Porter were appointed the committee for luncheons and entertainments. About twenty-five attended the banquet and a grand and glorious time was enjoyed by all. The matter or forming a tobacco table was approved, and it was decided to meet on every Tuesday, and Striker's Cafe designated as the weekly meeting place. This location being centrally located in the downtown section of the city makes it very convenient for all members of the trade to attend. It is to be known as the "Tuesday Tobacco Table" and all members of the tobacco industry are invited to attend each and every Tuesday when it is convenient. Out-of-town guests are welcome, and when making Detroit, they are requested to inquire about the time, place and location. It will be a happy throng, so boys don't miss the opportunity to be there on every Tuesday at 12.15. George H. Stone, of Stone's Smoke Shoppe, 119 West Fort Street, has been elected sheriff and he will be there to greet you.

On Tuesday last, April 21, the first meeting of the Tuesday Tobacco Table was well attended. Everybody was happy and expressed their approval of a regular Tuesday meeting, and promised to attend regularly. Among those present were: Joe Marcero and Harry Bump, of Marcero, Bump & Howell Company, Frank McCumber (Recreation Cigar Store), Bert Johnson (Bert Johnson Cigar Co.), Harry Fink (Porter & Fink), Mannie Boutette (Hammond Building Cigar Stand), "Doc" Watkins (Watkins' Cigar Stores Co.), Herman Lieberman (Central Cigar Co.), Ray Watko (Lee & Cady), George H. Stone (Stone's Smoke Shoppe), M. A. La Fond (M. A. La Fond & Co.), and Charles Bird, of the Book Building.

Dan Manheimer, of the Imperial Cigar Company, Lancaster, Pa., called on the trade here last week and reported business as being very satisfactory all along the route covered.

(*Continued on Page 10*)

Detroit News

(Continued from Page 9)

E. W. Kline, western representative of the Cortez Cigar Company, Key West, Fla., worked the trade here last week. Eddie reports the demand for "Cortez" cigars to be on a steady increase. The Cortez brand enjoys a fine distribution here and is one of our leaders in the clear Havana lines.

William McDonald, of F. Garcia & Brother, Tampa, Fla., was on the list of out-of-town visitors here last week. Bill says things are going very fine with him and that he has no complaint to make regarding business.

W. A. Andrus, of "La Palina" fame, and general sales manager of the Congress Cigar Company, was a visitor here last week. While here Willis made the rounds of the leading retailers looking over conditions regarding the sale of "La Palina" cigars. Willis reports his brand to be showing an increase in sale in all sections of the country.

Leo F. Weiss, of Schwab Brothers & Baer, New York, N. Y., worked the trade here this week.

Frank D. Patton, western representative for Gonzales & Sanchez, Jacksonville, Fla., has been with us for a few days, looking over conditions and working the trade with the sales force of Marcero, Bump & Howell Company. Frank was as happy as ever, saying everything was looking good to him and that he was well satisfied with the business that was coming his way.

Yours truly,

Mike of Detroit

SOUTH GEORGIA NEWS

Thomasville, Georgia,
April 20, 1925.

WE had a slow warm rain on Friday night, April 10, which made a good season and transplanting and resetting was practically finished on Saturday the 11th and Monday and Tuesday following.

The weather for the past few days has been hot and dry, possibly local showers in some sections, and we are needing a rain badly at this time, which will make the crop come out wonderfully.

We estimate a ninety per cent. stand in fair condition, a large majority of the last planting and resetting is living and with a rain will come out all right.

The first plantings are looking good, having been worked out and is growing off; the cutworms have gone, and we have not had any reports of bud worms.

The plant situation relieved itself as the delay in seasons brought the plant beds along with the plantings, while some people were short of plants they were supplied by their neighbors who had gotten through transplanting earlier.

There will possibly be some resetting by those who have a few missing hills if we have a season this week as our growers are anxious to obtain a perfect stand and have been working faithfully toward that end, and indications are also that they are trying to make a quality from the preparation of land, system of fertilization, selection of plants and the work they are doing.

According to information obtained the crop is possibly a week ahead of last year in transplanting and condition, while the acreage is greatly increased over last year. We would say the crop as a whole is coming on in good shape.

Thomasville will be a new market in South Georgia this season, and our location in the heart of a large tobacco producing area together with our highways, warehousing, handling and shipping facilities, indicate that a large quantity of tobacco will be handled here. We will be pleased to answer any inquiries from the trade.

THOMAS COUNTY TOBACCO
WAREHOUSE COMPANY.

PUBLIC HEARINGS TO BE HELD ON PROPOSED STANDARD GRADES OF TOBACCO

The following letter has just been received from Mr. F. B. Wilkinson, of the United States Department of Agriculture:

"As it is a matter of interest to tobacco growers, dealers, manufacturers, warehousemen, and others connected with the tobacco industry, I am writing to call your attention to the hearings to be held on proposed Tentative U. S. Standard Grades for Flue-Cured Tobacco. The hearings will be conducted by the following representatives of the United States Department of Agriculture:

Mr. Lloyd S. Tenny, Assistant Chief of this Bureau.

Mr. H. S. Yohe, In Charge of the Warehouse Division.

Mr. Frank B. Wilkinson, Specialist in Tobacco Standardization.

Mr. J. V. Morrow, Assistant in Tobacco Standardization.

The hearings will be public, and anyone interested is cordially invited to attend. Copies of the proposed grades to be used as a basis for discussions will be distributed to those attending the hearings. Opportunity for discussion will be afforded, so far as practicable, and criticisms dealing with particular phases of the grades will be welcomed. The date, time and place of each hearing are set forth below:

May 11, 1925—Beginning at 10 a. m., Richmond, Virginia, in District Court Room, Post Office Building.

May 12, 1925—Beginning 10 a. m., Raleigh, N. C., in Board Room, New Agricultural Building.

May 19, 1925—Beginning 10 a. m., New York City, N. Y., in Court Room 401, Court House Bldg., Park Row.

Any publicity that you will be kind enough to give these hearings will be greatly appreciated."

Very truly yours,

FRANK B. WILKINSON,
Marketing Specialist."

VAL ANTUONO VISITS NEW YORK

Val. M. Antuono made a short visit to New York City during the week of April 15th for the purpose of being godfather at the christening of the son of his very good friend, Alfred V. Greico.

GILBERT TO RETURN MAY 8th

Sam T. Gilbert, president of the Eisenlohr-Webster organizations, is expected to return from Europe where he has been attending the Amsterdam inscriptions, about May 8.

Price
$850
Complete

F. O. B. Factory, Newark, N. J. Time payment terms upon request.

How to Fill the 5c Cigar Demand at a Profit

THE trend back to the nickel cigar has already been felt by many manufacturers. This growing demand has brought them face to face with the perplexing problem, "How to Produce a Nickel Cigar at a Profit."

The solution to this important problem will be found in the Universal Model L Scrap Bunch Machine.

This remarkable piece of equipment has been developed to a degree of efficiency, speed and accuracy that makes its services most necessary to cigar makers supplying the nickel cigar demand.

Price $850 complete F. O. B. Newark, N. J. Can be purchased on Time Terms with six months to complete payment. In this period this machine will pay for itself by the economies it makes possible.

Write and arrange for a demonstration.

Universal Tobacco Machine Co.
116 West 32nd Street, New York, U. S. A.

Factory: 124 Sussex Ave., Newark, N. J.

The
MODEL "L" SCRAP BUNCHING MACHINE

Solves the Problem of the Cost of Making 5c Cigars

Here's how this machine will help you solve this vital problem—

—It produces 450 to 500 bunches an hour.

—Only one operator required.

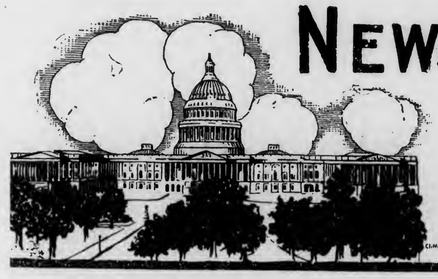
—Bunches can be made at a cost of from 75c to $1.00 a thousand.

—It makes uniform, free smoking bunches.

—It works large size scrap—up to 1½ inches long.

—Any size or shape can be made on same machine.

—Both right and left hand bunches can be made on same machine.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

I. C. C. Orders Carload Rating for Cigars

THE Interstate Commerce Commission has ordered railroads in the official, southern and western classifications to rate cigars in carload lots as second class, beginning June 23, next, with a minimum weight of 30,000 pounds. This decision follows the investigation filed by the Tobacco Merchants Association claiming that the present rate as first class is unjust and unreasonable, and asking that cigars be rated third class, with a minimum of 24,000 pounds.

The association showed that there is now no inducement to ship in carloads, except where there are commodity rates, as the same rate could be secured on less than carload shipments; that under a carload rate the carriers would save the cost of loading and unloading and greatly reduce the cost of receiving and delivery, and pilfering would be lessened; that cigarettes are rated second-class in carloads, minimum 24,000 pounds; that as packed for shipment cigarettes weigh about 19 pounds per cubic foot and cigars about 25 pounds, and cigarettes are worth about $29 per cubic foot and cigars about $30; that cigars are less subject to damage from moisture than cigarettes; and that in recent years the manufacture of cigars and cigarettes has become centered in a few eastern cities, thus making possible carload shipments to the leading jobbing points under suitable rates.

The Commission decided that there was no justification for a carload minimum of less than 30,000 pounds, but that the first-class rate was unreasonable on carload lots.

Protests Being Filed Against New Postal Rates

Numerous protests are being filed with the Post-Office Department against the discrimination in postage rates against small catalogues. Under the new postal law, catalogues of 24-pages or more may be mailed third class, at a rate of one cent for each two ounces, while catalogues of less than 24 pages carry a rate of 1½ cents for each two ounces, the addition of four pages to a 20-page catalogue making possible a saving of one-half cent in postage on each copy mailed.

"As extensive users of direct-by-mail advertising," it is declared in one such complaint, "we want to go on record as a protest against the increased postal rate as affecting circulars and pamphlets. It seems to us that this law is absurd in allowing booklets containing 24 pages or more to be mailed for one cent, while booklets of 8, 12 or 20 pages require 1½ cents. It rather looks to be the rankest sort of discrimination in favor of the mail order houses."

Complaints Already Issued by F. T. C. Cannot Be Dismissed Except by Regular Procedure

Complaints of unfair methods of competition already issued by the Federal Trade Commission cannot be dismissed under the informal procedure recently adopted, it has been decided, but must take the regular course of formal hearings and argument. A number of applications for informal conferences, with a view to seeking the settlement of cases without publicity, have been received by the Commission.

The new procedure provides that informal hearings shall be held before a complaint is issued and that no public action shall be taken and the case closed if the Commission decides it is without jurisdiction or the case is of no importance to the public, or the practices alleged are admitted and the respondent promises their discontinuance. This action, however, it is stated, cannot be taken where the case is already of record.

A number of inquiries received since the adoption of the new rules are being handled in this manner, and several informal conferences have been docketed for the near future. It is believed that more than 50 per cent. of the inquiries alleging unfair practices can be disposed of without the issuance of a formal complaint.

Supreme Court Draws New Rules Concerning Bankruptcy Cases

Rules tightening up the bankruptcy procedure have been established by the United States Supreme Court, an important feature of which is the provision that in districts in which there is a city of 250,000 population or more no attorney for a receiver or a trustee shall be appointed except under court order, and it must be shown that there is necessity for such legal services and that the person so employed is not in any way connected with the bankrupt or any person having an interest adverse to the receiver, trustee or creditors.

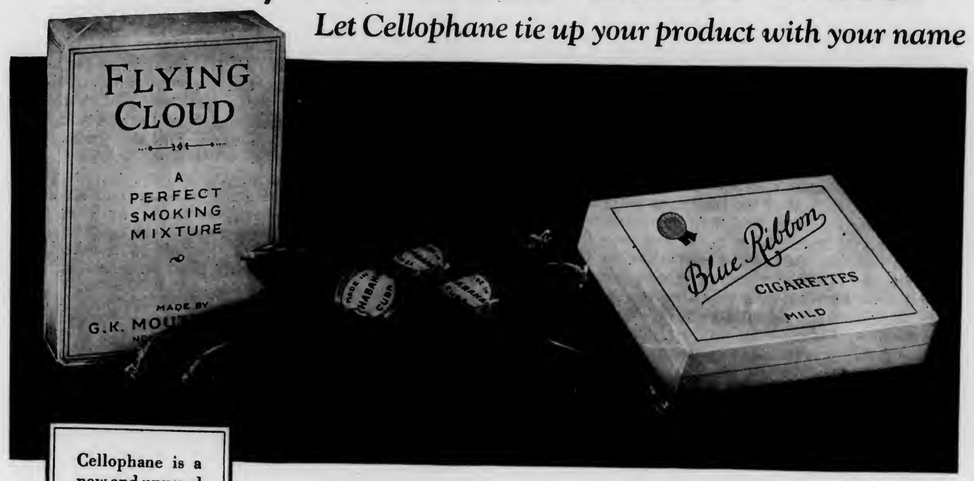
Under the new rules, also, petitioners in involuntary proceedings whose claims rest upon assignment or transfer from other persons will be required to annex to a duplicate of the petition all instruments of assignment or transfer and an affidavit setting forth the true compensation paid for the assignment or transfer of the claims and whether the purchase was made for the purpose of instituting bankruptcy proceedings.

Other of the rules are designed to prevent the "splitting" of fees, or other objectionable practices.

(Continued on page 14)

Make your trade-mark work

Let Cellophane tie up your product with your name



Cellophane is a new and unusual wrapping material of absolute transparency; strong durable and impervious to grease or dirt.

Cellophane, a transparent protective wrap, can be printed on. Thus your trade-mark and your product are *both* visible at the same time — which is the ideal sales method.

Wrapped in shimmering Cellophane, your product stands out conspicuously above other counter articles —sanitary and attractive. Cellophane wins display from the dealer, and attention from the consumer. The product does the rest.

Wrap cigars, pipes and chewing tobacco in transparent Cellophane for visibility and cleanliness. Wrap packages and boxes in transparent Cellophane for the quality appeal. Then watch your sales charts.

Send us a sample of your product to be wrapped in Cellophane. Let us show you its revealing quality.

DU PONT CELLOPHANE CO., Inc.
Sales Offices: 40 West 40th St., New York City
Plant and Executive Offices: Buffalo, New York

Canadian Agents:
WM. B. STEWART & SONS
64 Wellington St., W., Toronto, Canada

DUPONT CELLOPHANE

News from Congress

(Continued from page 12)

New Court Case May Be Prepared to Test Association Activities

Definite determination by the courts of the activities in which trade associations may legally engage will be sought by Attorney General Sargent in an effort to put an end to the uncertainty which has existed for several years as to the permissible operations of such organizations. Chief among the problems thus to be settled is that of the collection and dissemination of statistics, which was held by Attorney General Daugherty to be illegal.

In the near future the new Attorney General expects to go into the question thoroughly, in order to familiarize himself with the situation, and a decision will then be made as to the lines along which the Department of Justice shall proceed. It is probable that, if the question is put up to the courts, an entirely new case will be prepared to serve as a test. Previous proceedings were planned to be brought in connection with pending anti-trust litigation, but it is believed that the matter can best be handled by making it the sole subject of a suit, rather than to confuse the issue by the interjection of other problems.

Commercial Travelers Ask I. C. C. for 50 Per Cent. Reduction in Pullman Surcharge

A reduction of at least 50 per cent. in the present Pullman surcharges is asked of the Interstate Commerce Commission in a brief filed by the International Federation of Commercial Travelers' Organizations.

It is pointed out in the brief that while the majority members of the Commission held that the existing surcharge was not unreasonable, two members of the majority said they would be willing to join in a finding that the surcharge should be reduced one-half. Four members of the Commission dissented from the findings of the majority, and held that the situation now did not justify a continuation of the surcharge. This would indicate that six members of the Commission, at least, are willing to vote for a reduction, it is contended by the travelers, and it is therefore the duty of the Commission to issue an order requiring the railroads to impose a surchage not exceeding 50 per cent. of the present rate.

Tariff Commission to Hold Hearing on Gold Leaf Production

The United States Tariff Commission on May 18 will hold a hearing at which evidence will be introduced regarding the differences in cost of production in this country and abroad of gold leaf, under the provisions of Section 315 of the Tariff Act.

Complaint Against H. M. Griggs Cigar Company Dismissed

A complaint in which the H. M. Griggs Cigar Company, of LaGrange, Georgia, was charged with designating certain of its cigars as being manufactured in the city of Tampa, Florida, has been dismissed by the Federal Trade Commission, for the reason that the respondent company now manufactures its cigars in Tampa, Florida.

Tariff Commission Foresees Difficulty in Carrying Out Its Work

Difficulty in carrying out its work under the flexible tariff provisions of the tariff law is foreseen by the United States Tariff Commission as a result of a recent court decision holding that trade secrets do not include individual costs of production. It is the belief of the Commission that the Congressional legislation under which it operates did not contemplate removing the seal of confidence from such data, and that access to such facts by all parties interested might nullify the Commission's efforts to carry out the flexible provisions.

"It is to be feared that a construction placed upon 'trade secrets' confining the term to an unpatented, secret commmercially valuable appliance formula or process," it is pointed out by the Commission in a statement on the subject, "would, if generally applied, make the flexible tariff provision exceedingly difficult to carry out.

BENNO ROSENWALD PASSES AWAY

Benno Rosenwald, who has been active in the leaf tobacco firm of E. Rosenwald & Brother, 145 Water Street, New York, passed away suddenly at his home, 36 West Seventy-fourth Street, on Friday morning, April 24th. While Mr. Rosenwald had been in ill health for some time, his death was a great shock to his family and business associates. He had been at his office all day the day before his death and was preparing to go to his office again the following morning when he suffered a heart attack and died very suddenly.

Funeral services were held from his late home on Sunday morning, and interment was made in Salem Fields Cemetery, Cypress Hills, Long Island. He is survived by his widow and two sons.

SMOKERS SET NEW RECORDS

According to a dispatch from Paris last week, an international smokers' tournament is being considered as the result of a novel contest among expert pipe, cigar and cigarette smokers. Fast and slow records were established, the standard pipeful being one gram of tobacco. The fastest time for consuming a pipeful was seventy seconds, and the slowest time was fifty-one minutes.

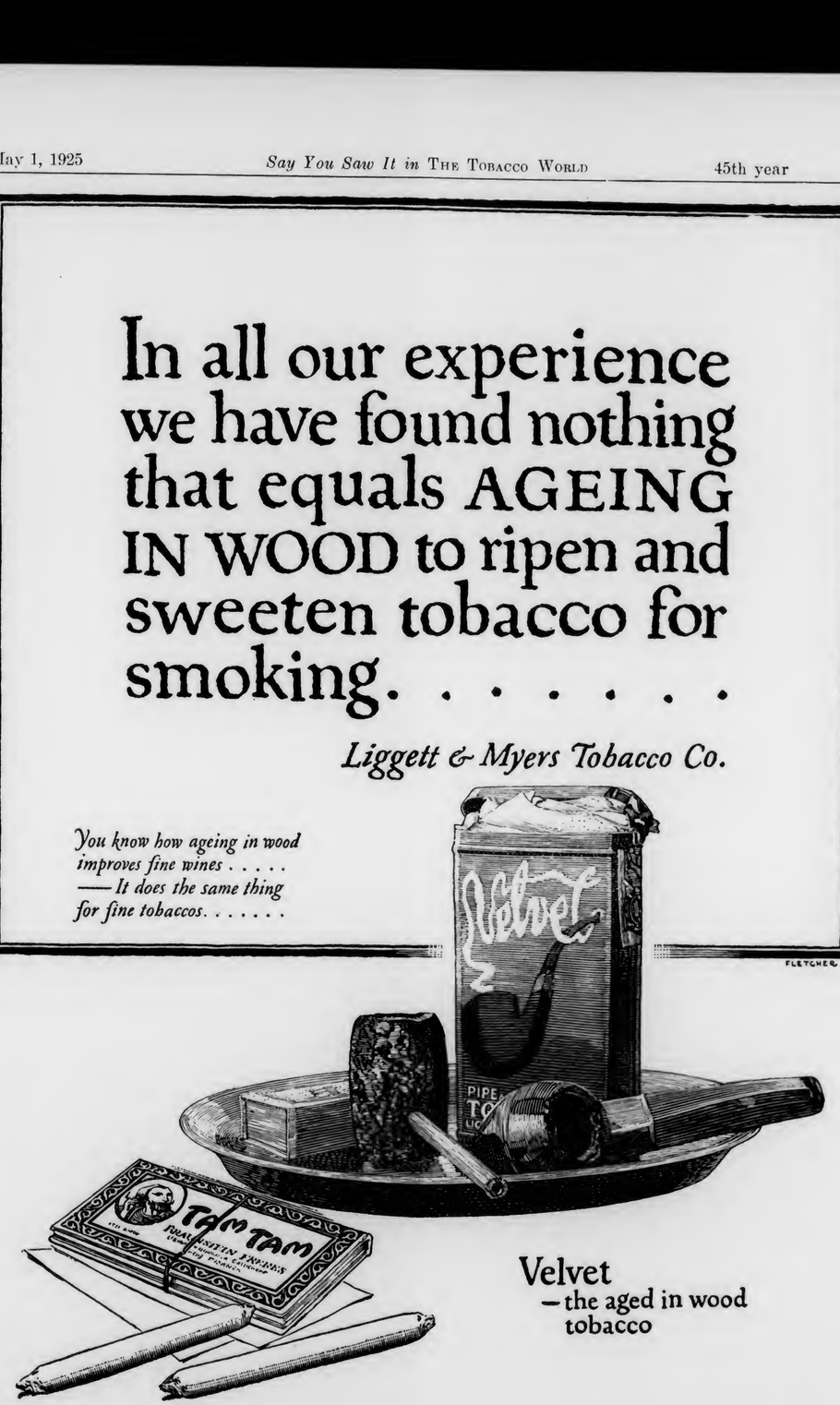
A big cigar was consumed by one in one hundred ten seconds and another made it last one hundred fifty-three minutes.

Rules are being drawn to suit conditions in several different countries and a cigarette contest for the ladies is being considered.

In all our experience we have found nothing that equals AGEING IN WOOD to ripen and sweeten tobacco for smoking. . . . . .

Liggett & Myers Tobacco Co.

You know how ageing in wood improves fine wines . . . . . —It does the same thing for fine tobaccos. . . . . .



Velvet
—the aged in wood tobacco

CIGAR PRODUCTION OFF 11,000,000 IN MARCH

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of March, 1925, and are issued by the bureau. (Figures for March, 1925, are subject to revision until published in the annual report.)

Products	*March, 1924*	*March, 1925*
Cigars (large):		
Class A ..... No.	201,931,490	216,936,898
Class B ..... No.	112,357,378	88,298,172
Class C ..... No.	190,302,886	185,465,610
Class D ..... No.	9,671,275	11,464,577
Class E ..... No.	1,632,083	2,138,722
Total ..... No.	515,895,112	504,303,979
Cigars (small) ..... No.	51,905,313	40,693,353
Cigarettes (large) ..... No.	1,023,407	1,032,725
Cigarettes (small) ..... No.	5,268,703,340	6,270,420 503
Snuff, manufactured ... lbs.	3,491,707	3,466,473
Tobacco, manufactured.. lbs.	31,355,515	30,879,981

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of March:

Products	*March, 1924*	*March, 1925*
Cigars (large):		
Class A ..... No.	8,925,075	11,654,900
Class B ..... No.	759,700	1,138,425
Class C ..... No.	1,641,450	2,884,910
Class D ..... No.	1,675	12,900
Total ..... No.	11,327,900	15,691,135
Cigars (small) ..... No.	1,000,000	1,000,000
Cigarettes (large) ..... No.	502,500	13,450
Cigarettes (small) ..... No.	25,000	22,600

Tax-paid products from the Philippine Islands for the month of March:

Products	*March, 1924*	*March, 1925*
Cigars (large):		
Class A ..... No.	12,895,270	16,481,100
Class B ..... No.	271,060	282,885
Class C ..... No.	170,188	94.119
Class D ..... No.	——	4,363
Class E ..... No.	90	1,450
Total ..... No.	13,336,608	16,863,917
Cigarettes (large) ..... No.	1.000	——
Cigarettes (small) ..... No.	76,527	137,080
Tobacco, manufactured.. lbs.	9	10

Note: Quantities of tax-paid products shown in above statement are indicated by stamp sales reported for the month.

SCHULTE MAY ABSORB LOFT'S

According to advice from New York, negotiations are under way whereby the Schulte Retail Stores Corporation will absorb the candy business of Loft's, Inc. It is rumored that the deal hinges on the question of price. Officials of the two corporations declined to either affirm or deny the rumor.

"WM. PENN" CIGAR FILLS A REAL PUBLIC DEMAND

That the smokers of this country demand a good five-cent cigar, and are going to get it, is the underlying conviction that is guiding the activities of the General Cigar Company, Inc., on the "Wm. Penn" cigar.

Whatever argument those concerned in the business of making and selling cigars may interpose against the five-cent cigar, the fact remains, and it is an outstanding fact, that 38 per cent. of the cigar business of the country consists of Class A cigars. So the General Cigar Company point out significantly to dealers.

Of course, there is but one interpretation possible. A great army of smokers want a five-cent cigar, and they are going to get it. Nothing can withstand public inclination. Nothing can stop a public trend, and there is a distinct, forceful trend in this country toward the five-cent cigar.

Some dealers are said to be antagonistic to this point of view. Some may even deny that there is a call for the five-cent cigar on the part of the public. It is possible to oppose a point of view, but you cannot oppose the fact of the demand. There are thousands of men who want a five-cent cigar, and they are going to get it somewhere. They are going to buy it at the store that keeps a good five-cent cigar.

This is the sentiment that is shaping all the selling and advertising campaigns of the General Cigar Company, Inc., on "Wm. Penn" cigars.

The fact that "Wm. Penn" has proved itself the biggest selling five-cent cigar in the country, is evidence of two things: That there are thousands of cigar smokers who do seek a five-cent cigar, and that "Wm. Penn" is a good cigar.

Increase "Wm. Penn" Production

The executives of the General Cigar Company are backing up their interpretation of this phase of the cigar market, and their belief in the "Wm. Penn" cigar to the very limit.

It has been announced at the Kingston, Pa., factory, the largest of the Penn units, that there has been an increased production at that plant of at least 2,000,000 "Wm. Penns" a week. The greatly augmented manufacturing facilities naturally called for a very heavy investment, and the General Cigar Company would not consider it for a minute unless it had the utmost faith that "Wm. Penn" is destined to be a most important factor in the cigar business.

Added to this fact, they have a deep-seated belief that they are giving in "Wm. Penn" a five-cent cigar that is an outstanding value. They believe this because, day by day they are getting more consumers who recognize the inherent quality of the "Wm. Penn" cigar. They know that this cigar repeats with smokers who tried it. Such smokers have learned in the one way by which conviction comes, that they get pre-war value in the "Wm. Penn" cigar.

Unbeatable Program

There are mighty few dealers who can afford to stand out against this program, which is a joint program of a public that is demanding a product and a manufacturer that is giving what the public wants. The cigar dealer who uncompromisingly refuses to accept the fact is deliberately turning his back upon one of the best items of profit in the cigar business.

Some dealers, a lot of dealers, are going to make big profit out of this 38 per cent. to 40 per cent. business of the cigar industry, the Class A cigar. Profit that comes from a five-cent cigar is just as real and genuine money as comes from a fifty-cent cigar.

The General Cigar Company counts upon a great big portion of this percentage gravitating to the "Wm. Penn" cigar. They advance confidently upon the following sentiment: "*When you have smoked a 'Wm. Penn' you know that you can get a good cigar for five cents.*"

The company considers that this cigar sells itself. Nevertheless, it is getting back of the "Wm. Penn" with a strong, consistent advertising campaign which is carrying the introduction of "Wm. Penn" to thousands who would not have known it, and a reminder of it to thousands of others who have smoked "Wm. Penns" and like them.

RETAILERS SHOULD BEWARE OF BAKELITE SUBSTITUTES

Most jobbers and dealers in smokers' articles are jealous of their reputation for quality and honest dealing—and rightly so. They resent any attempt of a manufacturer to palm off an imitation article for a genuine one. This feeling is due partly to fear of their own loss, but even more so to their realization that such substitution will inevitably undermine their own trade and lose the confidence of their customers.

A moment's thought in buying may sometimes save a firm's reputation in selling, built up over many years.

For example, there have been some smokers' articles offered as "Imported Bakelite." Now the words "Imported Bakelite" have as much sense as "immigrant President of the United States" or "imported Rocky Mountains." There simply cannot be any such thing—the two words cannot go together. Bakelite is made only in the United States—that is the registered trade name for the phenol resin products manufactured here under patents owned by the Bakelite Corporation. It is therefore an American product, invented here and produced here and it is made into smokers' articles by reliable American manufacturers. Any goods which are offered under the absurd name "imported Bakelite" should therefore be rejected at once.

The business in Bakelite is increasingly important as the material has become an established and popular necessity in pipes, holders, etc. The trade must therefore protect such an important part of its business. And aside from the loss of trade resulting from selling imitations, jobbers and dealers, for their own protection are cautioned against this bootleg "Bakelite."

The processes for making Bakelite are covered by patents abroad, but one or two foreign concerns are violating these patents, making an imitation product, smuggling it into this country and selling it by misrepresentation.

It must be remembered that anybody who sells materials which infringe on a patent is as liable under the law as the person who violates the patent. As a matter of fact, in order to protect the trade, court decrees have already been obtained against several infringers of Bakelite patents, and other suits are now pending.

However, no reader of this magazine would think of buying gold-mounted goods, for example, from an unknown salesman, without testing and investigating. Every article made from genuine Bakelite bears an identification tag with the letter B and the familiar "infinity sign," or has the word Bakelite stamped thereon. As a general rule it is safe to buy from any recognized American manufacturer or jobber. If there is any doubt, a telephone call or letter to the Bakelite Corporation in New York or Chicago will immediately settle it.

Milano comes in Rustic finish retailing from $4.00 up, and in smooth finish from $3.50 up. They're all smart styles and snappy sellers.

PICK up a copy of the Saturday Evening Post—of Collier's Weekly, Life, Elks' Magazine, American Golfer, or of fifty-five other publications—and you'll see Milano advertising smiling at you from big space.

Make these fine ads *your* ads by stocking, displaying and talking *Milano*—the most popular line of pipes on the market today.

WM. DEMUTH & CO.
World's Largest Manufacturers of Fine Pipes
230 FIFTH AVENUE, NEW YORK

MILANO
The Insured Pipe

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

SUPPLIES

PAPER BAGS.

Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.

Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.

THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

NIC. ALTHAUS CO MANUFACTURERS OF HIGH GRADE CIGAR BOXES CEDAR, SAW AND PLANING MILLS LABELS, RIBBONS, CIGAR MAKERS SUPPLIES ESTABLISHED 1875. TEL. 4270 LEXINGTON 637-641 EAST 17 ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS

CIGAR BOXES

109 N. Orianna Street

PHILADELPHIA, PA.

Monroe Jarrett Sons

WOODEN CIGAR BOXES

TRADE *JARSO* MARK

Randolph and Jefferson Streets

Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

REPETTI:—44,163. For cigars. April 2, 1925. John Medio, New York, N. Y.

BLANCO Y NEGRO:—44,164. For cigars. April 2, 1925. John Medio, New York, N. Y.

IMPORTED BALED PLANTATIONS:—44,165. For cigars, cigarettes and tobacco. April 7, 1925. Jose Gaste, Los Angeles, Cal.

KING COTTON:—44,167. For cigars. November 24, 1924. J. W. B. Reid, Greensboro, N. C.

D. D. SMOKERS:—44,168. For cigars. March 11, 1925. D. Dorado, Chicago, Ill.

SESQUI:—44,169. For cigars. March 4, 1925. N. O. Swift Cigar Co., Hellam, Pa.

MUSTAVIT:—44,170. For all tobacco products. March 17, 1925. Rush Mfg. Co., Reading, Pa.

HAVA-ROBERTS:—44,171. For all tobacco products. April 9, 1925. J. W. Roberts & Son, Tampa, Fla.

PLEE-ZING:—44,172. For all tobacco products. April 10, 1925. Geo. Schlegel, Inc., New York, N. Y.

RADON:—44,173. For cigars only. April 8, 1925. American Litho. Co., New York, N. Y.

MT. SCOPUS:—44,174. For cigars. April 11, 1925. The Keller Cigar Co., Springfield, Mass.

GABES 226:—44,178. For cigars. April 13, 1925. Bouquet-Cohn Cigar Co., San Francisco, Cal.

GABES 226:—44,178. For cigars. April 13, 1925. Bouquet-Cohn Cigar Co., San Francisco, Cal.

JOHN S. SARGENT:—44,180. For cigars, cigarettes, cheroots and tobacco. April 16, 1925. American Litho. Co., New York, N. Y. (Originally registered on April 3, 1905.)

TRANSFERS

PRISCILLA:—(U. S. Tobacco Journal). For cigars. Registered September 10, 1883, by Witsch & Schmitt, New York, N. Y. Through mesne transfers acquired by Morris D. Neumann & Co., Philadelphia, Pa., June 13, 1924, and re-transferred to S. S. Pierce Co., Boston, Mass., April 11, 1925.

SILVER FOX:—32,181 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered October 16, 1906, by Crowley Cigar Co., Springfield, Mass. Through mesne transfers acquired by the Central Cigar Mfg. Co., New York, N. Y., and re-transferred to Michael J. McCarthy, Andrew Huger & Wm. J. Slevin, April 13, 1925.

PRIZE ACRE:—30,702 (Tobacco World Registration Bureau). For cigars. Registered February 9, 1915, by D. A. Gallagher Tobacco Co., York, Pa. Transferred to B. B. Dominguez, New Orleans, La., September 10, 1922.

JOVICO:—33,460 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered September 11, 1907, by Heywood, Strasser & Voigt Litho. Co., New York, N. Y. Through mesne transfers acquired by B. B. Dominguez, New Orleans, La., September 10, 1922.

DUTCH UNCLE:—19,731 (Tobacco World Registration Bureau). For cigars, cigarettes, cheroots, stogies and tobacco. Registered February 23, 1910, by Somerset Cigar Factory, Somerset, Ohio. Through mesne transfers acquired by B. B. Dominguez, New Orleans, La., April 10, 1922.

SENATOR WATSON AND COMMISSIONER BLAIR TO SPEAK AT T. M. A. BANQUET

Secretary of Agriculture Jardine Also Expected—Special Section of Congressional Limited for New York, Philadelphia and Baltimore Delegates

That the T. M. A. Convention will be a tremendous success is now clearly indicated by the acceptances already received and which are continuing to come in with every mail.

United States Senator Watson of Indiana and Commissioner of Internal Revenue Blair have already accepted invitations to speak at the Banquet and according to Managing Director Dushkind, Secretary of Agriculture Jardine is also expected to accept.

Arrangements have been made with the Pennsylvania Railroad Company to run a special section of the Congressional Limited to carry the New York Delegations to Washington, and to pick up Philadelphia and Baltimore Delegations. The train will leave the Thirty-fourth Street Depot on Wednesday afternoon, and will arrive at Washington at around 8.35 P. M. Standard Time (9.35 Daylight-Saving Time).

President Bloch of the T. M. A. has been spending several days this week in New York mapping out with Mr. Dushkind all the necessary details for both the Convention and the Banquet.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.

26th St. and 9th Ave., New York

WESTERN REPRESENTATIVE: PAUL PIERSON 139 North Clark Street, Chicago, Ill.

Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER

PASBACH-VOICE LITHOGRAPHING CO. INC.

ART LITHOGRAPHERS

GRAND STREET AND MORGAN AVENUE BROOKLYN, N. Y.

CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY

CIGAR LABELS BANDS

American Box Supply Co.

2309 Russell Street Detroit, Mich.

Corner of Gratiot Street

Exclusive Selling Agents For THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING

American Lithographic Co.

NEW YORK

SINCE 1870

CIGAR BANDS CIGAR LABELS

SPECIAL PROCESS

WM. STEINER SONS & CO.

257-265 W. 17th St. - New York City

Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America

Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE

DILL'S BEST

"It's A Mighty Fine Pipe Tobacco"

If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.

10c 15c 25c 75c $1.50 SIZES

J. G. DILL CO. Richmond, Va.

It Pays!

To Advertise

To keep attractive cigars before the Smokers

To consider quality and condition and fair prices

To build business solidly on stable types of merchandise

To meet changes in public tastes and habits and to keep up with the times

Live Cigar Dealers who realize the present and look with keen judgment to the future are handling those Hand-Made, Long-Filled, Manila Cigars retailing at Five Cents or Better.

It Pays!

List of Manila Agents and Distributors on application

MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - NEW YORK

MAY 15, 1925

VOLUME 45 No. 10

THE TOBACCO WORLD

LIBRARY RECEIVED MAY 21 1925 U. S. Department of Agriculture

Making Cigar Boxes is a simple process

Making Good Cigar Boxes is different

Making Good Cigar Boxes economically is an accomplishment

The L. & M. Box will convince you

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Wooden Cigar Boxes Protect Both Your Merchandise and Your Reputation

WOODEN Boxes permit the cigars to "breathe" and to give up excess moisture in hot weather or warm, damp climates, thereby preventing mould or fuzz.

In the dealer's case wooden boxes invite selection without damage, or handling by unclean hands. When a retailer opens a "wooden box" of cigars he finds them in as good a condition as they left your factory.

When a smoker selects from "wooden boxes" he gets clean, unhandled cigars that have additional mellowness and richness.

These Six Reasons Tell Why Wooden Cigar Boxes Excel

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes

MURIEL

The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

FRESH

BIGGER

BETTER

made good

WITH MAN AFTER MAN

The fastest way to win good will is to push

LA PALINA

CIGAR

CONGRESS CIGAR COMPANY, Philadelphia

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.

WINDSOR After all nothing satisfies like a good cigar PENNA.

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

Wolverine CIGAR MACHINES

BUNCH BREAKERS
CIGAR PACKERS
BUNDLE PACKERS
ROUND CAN PACKERS

PULTE-KORRECK MACHINE CO.

231 233 IONIA AVE. N.W.
GRAND RAPIDS MICH

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO
VERY MILD VERY MILD
CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
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GEORGE H. HUMMEL, New York, N. Y.	Vice-President
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IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

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CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

RETAIL STORE MANAGER, WHO HAS ALSO BEEN Jobber's Representative, desires position. Has had six years' experience and is at present employed in Philadelphia, but would change residence if necessary. Best of references. Address Box No. 477, care of "The Tobacco World."

POSITION AS SUCTION FOREMAN WANTED BY MAN thoroughly experienced in Suction Work. Twenty years' experience in the largest factories in the country. Box No. 471, "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 45 MAY 15 1925 No. 10

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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Harry Blum's
NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY

The BULL'S EYE
Published every Now and Then
Proprietor MR. ROGERS *Circulation* [illegible] *Editor* WILL ROGERS

I KNOW people are going to say, "What do you think of Will Rogers writing and endorsing 'Bull' Durham?" That's where you're wrong. I am not endorsing it. I never smoked any tobacco in my life, not even 'Bull' Durham.

If you want the real truth about why I signed up to write a lot of pieces for these people, it's because I love animals. Have you ever studied that picture of the bull carefully? . . . have you ever seen such a kind-looking animal? I thought this:—certainly no one who cares as much about dumb creatures as they do would put out anything but the best smoking tobacco possible—so I said all right, I'll write your stuff. Honestly, the money part of it didn't have much to do with it. That is, not very much.

Seriously, though, out where I come from, unless a male member of the population has got that 'Bull' Durham tag hanging from the shirt pocket, he's liable to be arrested for indecent exposure. And, you believe me, you can't sell those western hard-boiled eggs much and keep on selling them unless it's got class.

Guess maybe this not smoking thing has sort of got me winging. Wonder if that's why things has turned out this way. Come to think of it, it may be a moral lesson to the youth of this country. The moral in my case being, if you want to grow up and know nothing but telling jokes and have people laughing at you all the time, don't smoke.

But who wants to go through life acting the fool?

Will Rogers

Will Rogers, Ziegfeld Follies and screen star, and leading American humorist, announces a series of 'Bull' Durham advertisements. They are worth watching for.

MORE of EVERYTHING FOR a lot LESS money. THAT'S the net OF this 'BULL' Durham PROPOSITION. MORE flavor— MORE enjoyment AND a lot MORE money LEFT in the BANKROLL AT the end of A week's SMOKING.

TWO bags FOR 15 cents MAKE a HUNDRED CIGARETTES.

100 CIGARETTES FOR 15 CENTS
Roll your own and you'll own a roll!
'BULL' DURHAM
Guaranteed by The American Tobacco Co.
GENUINE DURHAM
Smoking Tobacco

Increase Profits and Production by using
COLWELL'S AUTOMATIC
BUNCH MACHINE

Mr. Cigar Manufacturer, you owe it to yourself to employ every means possible to reduce cost of production.

You should put this AUTOMATIC LONG FILLER BUNCH MACHINE to work for you now and save money by reducing the cost of making your bunches.

Two operators can easily learn to run this machine and will soon become proficient.

It only takes up about 3 x 4 feet of floor space and is driven by a ¼ H. P. motor which consumes little current and can be operated from any ordinary light socket.

It is substantially constructed and will render long years of valuable service.

Catalogues and any particulars upon request

COLWELL CIGAR MACHINE COMPANY, Inc.
131 Washington Street, Providence, R. I.

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

WE SPECIALIZE IN CEDAR WOOD PRODUCTS

Let us submit figures on your requirements of Cedar Veneer linings for tin cigar cans or boxes and cedar veneers used between layers of cigars.

Only selected cedar logs used and manufactured by skilled workmen with up-to-date equipment insuring

QUALITY SERVICE PRICE

A. H. BALLIET CORPORATION
15th and Warren Sts. Allentown, Penna.

Study these figures . . .

. . . they tell a story

CIGAR LEAF TOBACCOS

	Pre-war annual production	1923 average production	Loss	Gain
Porto Rico	11,000,000 lbs.	28,000,000 lbs.	....	154%*
Philippines	65,004,000 lbs.	69,800,000 lbs.	....	7%
Cuba	73,666,000 lbs.	41,013,000 lbs.	44%	.....
Dutch East Indies	140,138,925 lbs.	129,870,000 lbs.	7%	.....
Mexico	25,000,000 lbs.	13,200,000 lbs.	47%	.....

*Porto Rican tobacco is the only type of imported cigar leaf showing a substantial increase in production since pre-war days. A small part of this production is used in Porto Rico, but the most of it is used in the United States.

Those manufacturers who have tried Porto Rican tobacco, have year after year bought in increasing quantities.

To protect buyers of Porto Rican tobacco the Government requires the affixing of a Government Guarantee Stamp to every box of cigars and every bale or barrel of tobacco leaving Porto Rico. Look for these stamps.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
Tel. John 1379 136 WATER STREET, NEW YORK

Volume 45

THE TOBACCO WORLD

Number 10

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MAY 15, 1925 Foreign $3.50

T. M. A. CONVENTION

THE Fourth National Tobacco Men's Convention held under the auspices of the Tobacco Merchants Association in the Hotel Willard in Washington, got under way at 10.30 A. M. on Thursday morning, when President Jesse Bloch appointed Asa Lemlein and S. Major Newburgh a committee to escort J. Franklin Bell to the platform to deliver the address of welcome. Colonel Bell is engineer commissioner.

Following the address of welcome, Chairman Lemlein read the report of the committee on rules which was adopted.

Managing Director Dushkind then read the annual report of President Jesse Bloch which stressed particularly the matter of Federal and State taxation.

This was followed with an announcement to refer to the program regarding the meetings of the various committees and the members of the same, and to be governed accordingly. The session then adjourned.

The meeting of the retailers and jobbers was called at 1.30 P. M. with E. Asbury Davis presiding. The room was crowded to overflowing indicating a large attendance of this branch of the trade and a keen interest in the program. Managing Director Dushkind introduced a resolution that Congress be petitioned to enact legislation which would permit manufacturers to enter into agreements with jobbers and distributors to maintain the manufacturer's resale price. After a brief debate it was unanimously adopted. It was not believed that this would be a cure-all for the cigar business but that it would undoubtedly bring some good results.

P. V. Hoyle, of the *Tobacco Leaf*, called the meeting of the cigar trade to order and appointed Jacob Mazer as acting chairman. Joseph Mendelsohn made a very interesting address on the subject of tax reduction for the cigar industry. Mr. Hoyle presented the report of the cigar committee appointed at the previous convention and stated that while they had worked steadily with the idea of formulating a workable plan to bring relief to the cigar industry, such a plan had not been found.

Referring to the plan to effect a co-operative advertising campaign, it was stated that despite considerable literature being mailed on the subject to the entire trade, the results had been too small to justify any further action at that time. The conclusion then reached was that the best results would be obtained by individual effort.

In regard to the slogan, "After All Nothing Satisfies Like a Good Cigar," Mr. Hoyle said that it had been well supported at first but that it seldom appeared in advertisements now.

Julius Lichtenstein was called upon for an expression and he said that the thing to do was to make *good* cigars and that there would then be no difficulty in selling them.

William Deiches, Jr., of Baltimore, suggested that all manufacturers make a panatela shape which in his opinion would appeal to the young men and help cigar sales generally.

L. O. Hamilton, of Indianapolis, expressed the opinion that the smoker wants a bigger and better cigar for the money.

D. Emil Klein offered a resolution thanking Joseph Mendelsohn for his excellent address. This was adopted with the amendment that the speech be printed and distributed to the trade.

Mr. Klein stated that he was in favor of co-operative cigar advertising, and if the cigar manufacturers and affiliated branches of the industry would contribute one-tenth of 1 per cent. a fund of from $450,000 to $500,000 could be raised for the purpose.

Henry Mazer, of Detroit, suggested that petitions be placed in the hands of the jobbers and retailers for signatures, requesting Congress to reduce the tax on cigars. Managing Director Dushkind suggested that a committee be appointed to study out the best method of approach to secure this tax reduction.

Charles J. Eisenlohr expressed his pleasure at the opportunity of being present and renewing old acquaintances.

Willis Andruss, of the Congress Cigar Company, stated that his firm had made small cigars and pushed them but that they had met with no appreciable results. He was of the opinion that smokers want cigarettes. Young people, he said, do not have time to smoke cigars. He thought that the cigar business was all right and that all that can be done at present is plenty of publicity and better cigars.

Henry Wemmer, of the Deisel-Wemmer Company, said that he had tried to buy cigars for different friends but that they refused on the plea that while

(*Continued on Page 10*)

"PALINA" CAMPAIGN TO OPEN MAY 18

Chicago, Ill., has been selected as the city in which the new "Palina" cigarette will make its initial bow to the smoker, and May 18 is the date. The new cigarette is the product of the Congress Tobacco Company, a sister concern of the Congress Cigar Company, of this city and manufacturers of the famous "La Palina" cigar.

The new cigarette is priced at twenty for fifteen cents, the same as other popular brands, and is made up of a special blend of Turkish and domestic tobaccos, with "a dash of Java." It has been pronounced as "wonderful" by those who have been fortunate enough to have been favored with a sample package, and it is predicted that it will go over big.

Other large cities in the country will be introduced to the "Palina" in due time.

BAYUK PLANS BUILDING

Bayuk Cigars, Incorporated, stockholders at their annual meeting held in Baltimore voted to transfer a plot of ground on the west side of Ninth Street south of Montgomery Avenue, 114 by 200 feet, purchased recently from Cattie Brothers for $54,000, to a subsidiary realty company to be organized, in exchange for all the stock in the realty company and on consent to the creation of mortgages for the construction of a factory building on the site.

The structure will be nine stories and work will be begun about August 1. It will house the company's general offices.

DUSEL, GOODLOE REPORT BUSINESS GOOD

At the offices of Dusel, Goodloe & Company, cigar distributors of North Seventh Street, this city, with branch offices in Atlantic City, everybody is so busy that a casual visitor might think they were in the midst of the Christmas rush business. However, they report that business so far this year far exceeds that of last year for the same period. No doubt many jobbers throughout the country would like to know how they do it.

SAM PALEY EXPECTED MAY 25TH

Sam Paley, of the Congress Cigar Company, who has been in Europe for some time attending the tobacco inscriptions in Amsterdam, is expected to return about May 25th. Mr. Paley is accompanied on the trip by his wife and daughter.

GODFREY MAHN TO MOVE

Godfrey H. Mahn, who has occupied the northeast corner of Thirteenth and Chestnut Streets, next to the Hotel Adelphia, for a great number of years, will move his business to the corner of Broad Street and Chestnut, in the Liberty Building. The building now occupied by the Mahn store has been sold to the Hotel Adelphia and will be made a part of that building as soon as the present tenants vacate.

CARTER-COLTON TAKES ON "LA PALINA"

The Carter-Colton Cigar Company, of Charlotte, N. C., has taken on the "La Palina" cigar for distribution in Charlotte and surrounding territory. The "La Palina" is showing a gratifying increase in sales, according to Sales Manager Willis Andruss.

"EL PRINCIPAL" GOING GOOD

The "El Principal" cigar, retailing at ten cents, and two for a quarter, is going along good in the Philadelphia market, according to reports. This is a good quality cigar made in the popular sizes by Heineman Brothers, of Baltimore.

PRESIDENT COOLIDGE PREFERS TEN-CENTER

Charles D. Hiler, National Republican Committeeman from New York, at a meeting of the Ohio Society, held at the Waldorf-Astoria Monday evening, told a story about a friend of his who called on the President a short time ago and finding him puffing contentedly on a ten-cent cigar, and feeling that that was not the proper thing for the Chief Executive of this great nation, bought a box of the best cigars he could find in the City of Washington and had them sent up to the President. He called on the President a short time after and found him still pulling on the ten-center. Naturally, thinking that the President had not liked his choice of cigars, he asked him if he did not like them. The President replied: "No; I am much like Jim Jackson of Northampton. Jim once went to an ice cream social given by the Congregational church, where fifty cents was charged for admission and everything inside was free. When Jim got inside a large plate of strawberry ice cream was put before him, but he did not touch it. Finally some one asked him why he didn't partake of the ice cream as long as it had been paid for.

"'No,' replied Jim, 'I won't have any, thank you, I am afraid that I might spoil my taste for prunes.'"

RECEIVER FOR AMERICAN SUMATRA

On May 6th the American Sumatra Tobacco Company was placed in equity receivership by Judge Goddard in Federal Court, upon application of Harding, Tilton & Co., holding a claim of $14,430 against the company.

On May 8 a petition in bankruptcy was filed against the company in Federal Court by three creditors.

The petitioning concerns, in asking for appointment of a receiver in bankruptcy, stated that the tobacco company had made preferential payments while insolvent within the last four months, thus committing acts of bankruptcy. The firms filing the petition were Percival R. Lowe, Incorporated, claiming $219 in unpaid commissions; Neuer & Hoffman, Incorporated, claiming $353 due for merchandise, and the H. D. Seman Company, with a claim of $7326.

The petitioners for equity receivership on Thursday did not indicate that the company was in any financial difficulty other than the lack of liquid assets with which to meet current obligations, including $600,000 to harvest this year's crop of tobacco. An official statement issued on behalf of the company, after the equity receivership, was optimistic in tone.

The fixed assets of the company include plantations and equipment in Georgia, Florida, Connecticut and Massachusetts valued at more than $8,000,000, as well as real estate holdings in several cities. At the end of last year the total assets of the company were given as $16,048,106. Since 1920 the company has had a yearly deficit, which in 1924 was $2,239,741.

The equity receivers were appointed Thursday for the purpose of reorganizing the company's affairs. Julius Mayer, former United States Judge; Robert W. Gay and George W. Spitzer were the equity receivers appointed.

Ancillary receivers for the American Sumatra Tobacco Company were named by Federal Judge E. S. Thomas in New Haven, they being George W. Spitzman, of New York; Thomas J. Spellacy, of Hartford, and Julius Mayer, of New York, and a joint bond of $25,000 was posted.

The court fixed a bond of $100,000 in the suit of Charles L. Harding and Newell A. Tilton, of New York, against the company, in which about $14,000 is claimed for material used in shading tobacco plants on the company land holdings near Hartford, Conn.

A. H. BALLIET FOR CEDAR LININGS

On another page of this issue appears an advertisement of the A. H. Balliet Corporation, Fifteenth and Warren Streets, Allentown, Pa., specialists in cedar linings for cigar cans and cedar veneers for laying between the layers of cigars in boxes. The Balliet Corporation has been in existence for a number of years and their motto is "Quality, Service and Price." Every cigar manufacturer realizes the increased sales value that cedar gives to cigars, and it will pay anyone interested to get in touch with the Balliet Corporation for samples and prices.

A. B. S. TAKES ON AJAX NOVELTIES

The American Box Supply Company, Detroit, Mich., has taken on the Ajax Novelties, made by the Ajax Novelty Corporation, of Philadelphia, for distribution in their western territory.

York County News

THE monthly meeting of the York County Cigar Manufacturers' Association was held on Monday evening, May 11th, at Red Lion, Pa.

A budget committee previously appointed by President B. M. Hannigan, and consisting of H. L. Haines, Arthur McGuigan, Roy Snyder and C. M. Ehehalt, presented a plan to create a budget and secure funds by the assessment of each manufacturer of a certain amount per thousand cigars manufactured, these funds to be used for general advertising expenditures to exploit further the product of the members of the association.

This subject was freely discussed but no definite action was taken.

The secretary of the association, C. M. Ehehalt, was instructed to send notices to all members of the association advising them that one hour would be allotted at the next monthly meeting in June, for the free discussion and final action of this important subject.

The budget committee suggested that an advertising program of a more extensive scope be planned and executed for the coming year.

A considerable number of the manufacturers of this section left on Wednesday, May 13th, to attend the Convention of the Tobacco Merchants Association to be held at Washington, D. C., on May 14th and 15th.

Mr. Simmons and Mr. Perry, representatives of the Wilts Veneer Company, Richmond, Va., attended the association meeting on Monday evening and demonstrated a shipping case of that firm's manufacture that they claim will negotiate a great saving to the cigar manufacturer, being much lighter in weight than the shipping cases now in use, and require no strapping.

This shipping case is constructed of plywood shooks, and is accepted by the transportation companies.

Among the manufacturers present at the meeting were W. H. Meyers, A. Smeltzer, D. C. Kaltreider, Daniel Spangler, L. Earl Grove, M. Heindel, S. S. Knisely, B. M. Hannigan, C. M. Ehehalt, G. A. Strobeck, Arthur McGuigan, E. B. Strickler, H. A. Waughtel, Clair Sentz, C. S. LaMotte, T. L. Adair, T. C. Miller, David Wolf, Harry McGuigan, Spurgeon Pomraning, C. F. Laucks, S. S. Stabley, C. C. McGuigan, Harry Sprenkle, I. H. Rojahn, C. E. Mate, Laury Sevis, D. Frank Kaltreider, A. C. Frey, W. H. Toomey, W. M. Gemmill, H. E. Rost, Clayton McGuigan, W. C. Frutiger, Harry Fishel, Perry L. Tschopp, B. S. Sentz, J. C. Winter, E. L. Sechrist, James W. Kelly, Earl Rost, H. L. Haines, Roy Snyder, J. Frank Strayer, Arthur S. Ziegler and Lemuel Sentz.

The manufacturers of this district are enjoying a greater business for their product, than ever before in the history of the industry, and shipments of cigars for the first four months of this year largely exceeded the amount shipped the similar period of last year.

The freight shipments from Red Lion on one day recently amounted to twenty-three carloads, and while Red Lion is a large shipping center shipments of cigars are made from many other points about the county.

J. R.

T. M. A. Convention

(*Continued from Page 7*)

they formerly smoked cigars they now smoked cigarettes on the advice of their physicians who said cigars were injurious. He thought some effort should be made to get the physicians to change their opinion.

Joseph Mendelsohn suggested that the conference committees of the T. M. A., N. C. L. T. A., and the Cigar Manufacturers' Association, join in drafting a resolution to the cigar committee requesting them to ask for a tax reduction on cigars. A resolution to that effect was introduced and adopted by the meeting.

Chairman Jacob Mazer stated that no matter how careful a manufacturer was in making cigars and handling them, the retailer often spoiled them through carelessness or ignorance in not keeping them in good condition. As a result the smoker is often disgusted with cigars.

L. O. Hamilton thought that a printed slip placed in each box of cigars with instructions printed thereon as to the proper care of cigars and how to keep them in good condition would be very beneficial.

S. A. Fassler, of Hartford, announced that he had been authorized at a meeting of tobacco growers representing production valued at approximately $25,000,000, to tell the meeting that these men were willing to contribute one-tenth of 1 per cent. of their annual sales toward a co-operative advertising campaign.

B. M. Hannigan, of East Prospect, Pa., stated that the York County Cigar Manufacturers' Association was working on the problem of Philippine cigars. He had interviewed a United States Senator and that something was being done on that question. Also that congressmen had been interviewed on tax reduction and that Pennsylvania could be counted on to support this movement.

This group meeting then adjourned.

In the evening the annual banquet was held with the Hon. Joseph E. Davies as toastmaster. The speakers included David H. Blair, Commissioner of Internal Revenue; James E. Watson, Senator from Indiana; William H. Jardine, Secretary of Agriculture; Dr. John Wesley Hill, Lincoln Memorial University chancellor, and Strickland Gillilan, Baltimore, humorist.

There were over three hundred men present at the banquet, which was a wonderful affair. Approximately fifty ladies, wives and daughters of the delegates, were also present in the boxes surrounding the banquet floor, and they were served with a buffet supper.

Handsome black leather folders for holding correspondence were distributed to all those present, including the ladies, as a souvenir of the occasion.

At the session on Friday morning the resolutions adopted at the various group meetings the previous afternoon were presented and adopted.

A resolution indorsed the Coolidge-Mellon tax program, but pointed out that a time of national prosperity was the psychological moment for the reduction of taxes.

It was stated that the tobacco industry shouldered its war taxes in common with the nation as a whole, but is "still weighed down by the staggering burdens, although six years have elapsed since the end of the war."

If Congress, at the coming session, finds it is not feasible to reduce the levies on all tobacco products, the association recommends at least partial relief.

The co-operation of tobacco merchants throughout the country was asked to assist in the campaign toward the lessening of Federal taxation. A copy of the resolution is to be sent to Secretary of the Treasury Mellon.

Another resolution adopted protested against discrimination against American tobacco in foreign countries and in holdings and dependencies of the United States.

Such treatment "ought not to be countenanced by our Government," the resolution stated, and declared that the association will not hesitate to call instances of this kind to the attention of the proper Federal authorities.

Other resolutions touched upon "knocking" and unfair advertising, gloom-spreading, reduction of internal revenue taxes on cigars, gratitude to the trade papers, appreciation of the services of President Jesse A. Bloch and Managing Director Charles Dushkind and thanks to the Washington Board of Trade for maintenance of an information booth at the convention.

Those elected to vacancies on the board of directors were William S. Paley, vice-president, Congress Cigar Company; Arthur Stern, president, Metropolitan Tobacco Company; A. H. Gregg, president, Faber, Coe & Gregg, Incorporated; Sam T. Gilbert, president, Otto Eisenlohr & Brothers, Incorporated; D. A. Schulte, president, D. A. Schulte, Incorporated, and Mortimer Regensburg, of E. Regensburg & Sons.

The golf outing planned for Friday afternoon was abandoned on account of the small number of acceptances received.

WILL INTRODUCE "PETER MANNING"

William W. Muehlhauser, Quakertown, Penna. manufacturer of "Attracto" and "El Comedor" cigars, which have a wide distribution in this territory, will in the very near future introduce to the trade a new brand, the "Peter Manning."

The "Peter Manning" cigar will be made in seven sizes, and exceptional in quality, a panetela shape, all Havana filler, will be featured to go to the consumer at ten cents straight, perfectos at ten cents, three for a quarter, coronas at ten cents straight, supremes at two for a quarter, superiores at fifteen cents straight, squares at twenty cents, and de luxe at twenty-five cents each.

The distribution for this brand has been arranged for in Eastern Pennsylvania where it will first be featured, and the jobbers will be supplied with very attractive indoor advertising material and counter displays, as an introductory measure.

This cigar will be well received by the trade, as the cigar will not only be a strictly high-grade quality proposition, in desirable shapes and sizes, but the package itself will be exceptional as to individuality and attractiveness, this label being a very fine example of lithographic art.

J. R.

MAY SMOKE ON NEW YORK TROLLEYS

Transit Commissioner Harkness has succeeded in having the Transit Commission grant the request of the Brooklyn City Railroad that smoking be permitted during the summer months in the rear parts of the new type center-exit trolleys, and the girls may, accordingly, compose themselves in the rear seats and enjoy their cigarettes with the men this summer.

DETROIT

Employment Reaches Near Peak of Last Year's Record—
Detroit Drug Club to Hold Outing June 17th—
Tuesday Tobacco Table Growing More
Popular—Many Salesmen Visiting
Popular, Many Salesmen Visiting

Detroit's business looks more stable and conditions seem to be improving in all lines. While building figures for the first four months of 1925 are slightly lower than those for the same period a year ago, business conditions generally are more stable and permanent and the year's prospects are bright.

Employment in Detroit during the week ending Tuesday came within hailing distance of last year's high mark and for the first time this year exceeded the figures for the corresponding week of 1924.

The majority of cigar factories in Detroit report business as being very good and many plants are operating to full capacity. Local jobbers say business is good, but collections are very slow and great care is being used in the credit departments. Weather conditions have been somewhat bad and the retailers have felt the effects of the backward spring, but they are all optimistic and look forward to a nice summer business.

Irving J. Hahn, Western representative for R. Steinecke Company, New York, N. Y., has been with us for a few days looking over conditions.

The Detroit Drug Club will hold their annual picnic and barbecue at the Island View Country Club, Groose Isle, on Wednesday, June 17. As invitation is extended to all members of the cigar and tobacco fraternity to attend and a good time is promised to all. The committee on arrangements has promised some big surprises, so come one and all and enjoy a fine day's outing. Golf, ball game, fishing and galloping dominos will be the order of the day.

The Tuesday Tobacco Table, at Striker's Cafe, is growing very popular and every week new faces are present. Last week twenty-two members of the industry responded to Sheriff Stone's call for a big attendance. Arrangements have been made to have a regular luncheon served, so as to give the boys more time for a general confab and to make it easy for the handsome waiter. So don't forget, it's every Tuesday at 12.15. Come and bring your friends, we want big crowds.

C. W. Berkley, Michigan representative for P. Lorillard Company, reports business as being very good. All of his brands of Turkish cigarettes and little cigars are showing very substantial increases. The "Le Roy" little cigar, has made a hit with the Detroit smokers and the dealers are having a steady demand for this packing. Mr. Berkley is very optimistic over the outlook for business during the year of 1925 and predicts a big increase in his brands.

Herbert W. Coe, general sales manager for Philip Morris & Company, Limited, Incorporated, New York, N. Y., was with us for a few days last week looking over conditions. His right-hand man, McVey, was showing him the sights and the best locations where the Philip Morris & Company's brands are hitting the stride.

Louis Golovine, of "Mi Sobrino" fame, New York and Tampa, called on the trade here last week.

Hi Hammer, the high-powered salesman and general representative for Corral, Wodiska y Company, Tampa, Fla., manufacturers of the famous "Bering" cigars, was a visitor here last week. Hi reports his business as being never better, and that his factory is unable to supply the demand for the "Bering" cigar. The Watkins Cigar Stores Company, Detroit distributors of the "Bering" cigar, are having a steady demand for same and are out of various sizes from time to time, owing to the oversold condition of the factory.

Miss Hazel Metz, has accepted a position with Charles Bird, the book-building cigarist, where she will be pleased to meet all of her old friends in the trade. Miss Metz has had a number of years of experience in the business and Mr. Bird is very fortunate in securing her services.

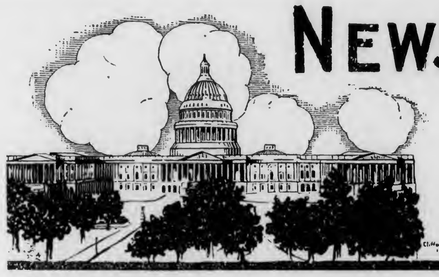
Norman Schwartz, of the Bernard Schwartz Cigar Corporation, manufacturers of the "R. G. Dun" cigar, has returned from a visit to the New York leaf market.

Herbert W. Schloss, representing S. M. Frank & Company, New York, N. Y., manufacturers of pipes and smokers' articles, called on the trade here last week. Herbert attended the Tuesday Tobacco Table and was well impressed with the fine bunch of men gathered there for the noon-day meal, and has promised to spread the news to all his fellow travelers.

Val. G. Keogh, representing the Preferred Havana Tobacco Company, New York, N. Y., called on the trade here last week in the interest of "Henry The Fourth" cigars. The brand is distributed in Detroit by Jas. Seraph & Company, and it is reported to be showing a decided increase in sales in all sections of the city.

Sam Adler, Western representative for E. Popper & Company, New York, N. Y., manufacturers of the famous "Ottina" and "Popper's Ace," has been here for the past week looking over conditions and working with the sales force of the Howes-Shoemaker Company.

(*Continued on Page 16.*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Further Tax Reduction Probable

TAX collections during the first three-quarters of the current fiscal year were but $200,000,000 below those of the same period of the preceding year, it is shown by figures just compiled by the Bureau of Internal Revenue. On this basis, it is believed, there will be a sufficient surplus in the Treasury at the end of the fiscal year on June 30 to permit of further tax reductions at the next session of Congress.

Total collections from all sources during the nine-months period were $1,928,982,151, as compared with $2,146,803,265 a year ago. Of the collections this year $629,132,108 was from miscellaneous taxes and $1,299,850,042 from incomes, the corresponding collections last year being $738,763,523 and $1,408,039,742, respectively.

Collections from the tobacco industry for the period under consideration show an increase of more than $14,000,000 over those of the same period last year, totaling $255,875,815.53 as compared with $241,702,868.60.

1905 Trade-Mark Registrations Expire This Year

Trade-marks registered in 1905 under the act of February of that year will expire during the current year, and must be renewed if continued protection is desired, since the law provides that registrations continue in force for a period of twenty years. The first trade-marks to be registered are now maturing and a large number will hereafter expire each year, and it will be necessary for owners to watch closely the dates of their registrations.

The law provides not only for expiration of trade-marks issued in this country, after twenty years, but also for their expiration in the United States in cases where trade-marks were previously registered in a foreign country on the date when protection ceases in the foreign country. Registrations may be renewed for periods of twenty years, and applications for renewal may be made at any time within six months prior to the expiration. If application for renewal is not filed before the expiration of the period, a new application for registration must be filed to secure protection.

Failure to renew registrations of trade-marks leaves the owner without any protection other than that which can be secured under the common law, in cases of infringement. It is, therefore, essential that manufacturers in the tobacco industry who operate under trade-marks should take the precaution to secure renewal before their registration expires.

Less Publicity for Federal Trade Commission Complaints in Future

No publicity will hereafter be given cases before the Federal Trade Commission until an answer has been filed to its formal complaint, or the respondent fails to make answer within the allotted time, under new rules of procedure which have just been adopted. This will eliminate the widespread publicity which is often given a complaint issued by the commission, it is pointed out, and, it is hoped, will minimize the damage to respondents.

"It has been the rule," officials of the commission explained in discussing the change, "to issue a statement upon the filing of a complaint, stating the charges against a respondent. In the opinion of the majority of the commission this statement, which is given wide publicity, has resulted in many cases in damage to the respondent, and if such a case is later dismissed the publicity given the dismissal does not repair the damage, thus resulting in injustice. Of course, the proceedings in the case must become public, but the majority believes it to be fair to withhold publicity until the respondent's answer is filed and then to make the complaint and the respondent's answer available to the press and public at the same time."

Under the commission's new methods, no publicity whatever is given cases dismissed as a result of informal hearings before the issuance of a complaint. It is the purpose of the organization to conduct its activities in the future with as little embarrassment to business as possible, and it is believed the suppression of publicity will materially aid in bringing this about.

Commissioner Thompson dissented to the new rules, declaring that they deprive a minority of its right to have representation and be heard, and charging that they will result in "star chamber" methods.

To Study Europe's Tobacco Markets

A study of the European market for American tobaccos has been determined upon by the Bureau of Foreign and Domestic Commerce, in the interests of the American tobacco industry. Prentiss M. Terry, formerly Trade Commissioner at Vienna, has been appointed a special representative of the Department of Commerce to make a survey of the situation in Europe, and will leave for his new duties about the middle of February. His headquarters will be at Brussels.

One of the most important situations confronting American growers and exporters of leaf tobacco at present, Mr. Terry says, is the competition offered by other producing countries whose yield has shown an appreciable increase during the past few years. In European markets where American tobaccos have long predominated over other types, increasing quantities of tobaccos from British, Dutch and French possessions are found, as well as larger supplies of the so-called Turkish varieties and, in Italy and Germany, native tobaccos. The value of the reports from its foreign agents during the past year and a half and the demand on the part of the trade have persuaded the Department of Commerce to undertake a careful survey of the situation in order that the actual and potential tobacco-producing capacities of the competing countries may be learned.

An important function of the special agent will be to complete the correlation of reports on tobacco from countries contributing to the tobacco trade. Other facts he will undertake to determine are the quantities and kinds of tobaccos produced in Europe, costs of production, the purposes for which such tobaccos are used, where and with what kinds of American tobaccos they offer most serious competition, current selling prices, terms of payments, and the amount of stocks on hand.

The efficiency and success of this venture, Mr. Terry declares, will naturally depend upon the co-operation of American tobacco exporters, and he has expressed a desire that those interested communicate to him any special investigative work they would like to have him undertake in Europe.

TOBACCO STOCKS INCREASE

Leaf tobacco held by manufacturers and dealers April 1 totaled 2,035,677,863 pounds, compared with 1,976,568,989 pounds a year ago, the Census Bureau announces.

Chewing, smoking, snuff and export types totaled 1,522,217,387 pounds, compared with 1,485,969,130; cigar types totaled 422,966,173 pounds, compared with 420,935,838, and imported types totaled 90,494,303 pounds, compared with 69,664,021.

WANT TO SELL NORRISTOWN CIGAR PLANT

Judge Miller has granted a rule, returnable May 28th, which directs creditors of the Republic Cigar Company, to show cause why the court should not approve an order for the private sale of the real estate, machinery and other property of the corporation to Frank Breiner, of Norristown. The corporation operated the Gresh cigar factory at Norristown for a short time. The purchaser agrees to pay $45,000 for the property, and to assume all mortgages, accumulated interest, and leases. There are two mortgages totaling $165,000 on the property.

MARTIN HENRY SAILS FOR EUROPE

Mr. Martin Henry, former representative of the American Label Company, New York, sails for Europe on Thursday, May fourteenth.

Mr. Henry, who is well known among the cigar manufacturers, from his long connection with the industry, is taking a well earned rest, and will remain abroad visiting the principal European cities until the latter part of the year.

On his return to New York Mr. Henry will make known his future connections in business.

It's Ripe Tobacco!

Thanks Dealers!

YOUR whole-hearted co-operation deserves our utmost appreciation.

Thousands of dealers through displaying Bayuk Cigars, have materially aided in making Bayuk's campaign on "It's Ripe Tobacco" one of the outstanding advertising successes.

True, this co-operation has brought them greater profits—but that was and is the very purpose of the campaign.

And we, for our part, are going to keep right on plugging.

The Saturday Evening Post color pages are going to keep right on carrying the message "It's Ripe Tobacco" to millions of smokers.

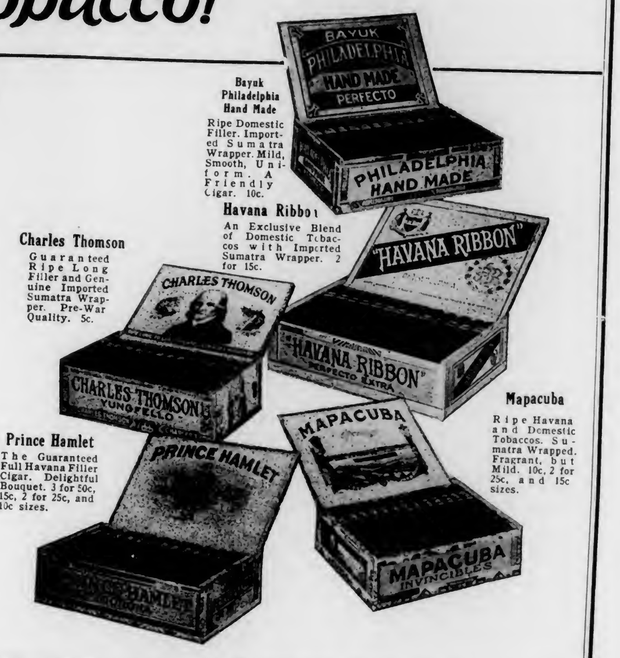
The Elks Magazine advertising is going to continue this story to its huge reader-audience of smokers.

Each day thousands more smokers are going to buy Bayuk Cigars of Ripe Tobacco.

And we are confident that the vast army of dealers who are putting the last pepful punch in back of this campaign is going to keep growing—and making more money.

Again thanks!

BAYUK CIGARS INC.
PHILADELPHIA



Bayuk Philadelphia Hand Made
Ripe Domestic Filler. Imported Sumatra Wrapper. Mild, Smooth, Uniform. A Friendly Cigar. 10c.

Havana Ribbon
An Exclusive Blend of Domestic Tobaccos with Imported Sumatra Wrapper. 2 for 15c.

Charles Thomson
Guaranteed Ripe Long Filler and Genuine Imported Sumatra Wrapper. Pre-War Quality. 5c.

Mapacuba
Ripe Havana and Domestic Tobaccos. Sumatra Wrapped. Fragrant, but Mild. 10c, 2 for 25c, and 15c sizes.

Prince Hamlet
The Guaranteed Full Havana Filler Cigar. Delightful Bouquet. 3 for 50c, 15c, 2 for 25c, and 10c sizes.

NATIONAL BOARD TO BOOST CIGARS FOR FATHER'S DAY

The National Board of Tobacco Salesmen's Associations has mailed the following letter to cigar manufacturers throughout the country in an effort to help them boost the sale of cigars for Father's Day, and here is a chance for the retailers to cash in on this day. Get in touch with your jobber and ask for one or more of these window signs and see what they will do for you.

"Gentlemen:

Since the inauguration of Mother's Day, florists and confectioners have used that line with much success, thereby increasing the sale of flowers and confection.

We, as salesmen, feel that Father's Day should not pass unnoticed without some co-operative effort to help increase the sale of cigars. With that thought in mind we have ordered window signs, twenty-one inches long by eight inches wide with the following inscription:

'A Box of Cigars Will Please Dad'
Father's Day,
June 14th, 1925.

A Cigar A Smile Make Life Worth While — After All Nothing Satisfies Like A Good Cigar.

May we ask you to please advise us how many of these signs you will use? They will be furnished gratis.

You know that the consumption of cigars has been slipping. We feel confident that this idea of ours will help to increase the sale of cigars, especially on Father's Day.

We are not interested in the sale of any particular brand of cigar but our interests are centered on the sale of *all* cigars.

Trusting that you will not delay in answering this communication as the time is very short, we are

In Truth, Service and Ability,

National Board of Tobacco Salesman's Associations,

E. M. Freeman,
President."

AMERICAN FEDERATION OF LABOR TO UNDERTAKE TO UNIONIZE ALL WORKERS IN UNITED STATES

An omen of returned prosperity is seen in the announcement by the American Federation of Labor that it is about to undertake an elaborate campaign for the unionization of all workers in all industries throughout the United States. It is an axiom in labor circles that workers can be organized only when they are fully employed and have money, since the workman out of work thinks more of supporting his family than of his union.

The country will be divided into five districts and representatives of the federation will visit each town and city to spread the gospel of trade unionism. Coupled with this will be a campaign to increase the buying of union-made goods by union members. Lectures and moving pictures will be used extensively in carrying on the campaign, films having been prepared to demonstrate the value of trade unionism and at the same time encourage the purchase of union labeled goods.

LINZ.

W. H. STRAUSS COMPANY A LARGE CONCERN

W. H. Strauss & Company cigar and tobacco jobbers at 919 Green Avenue, Altoona, and also maintaining a branch in Johnstown, is one of the largest concerns of its kind in that part of the state.

The concern was incorporated in 1918 with only three stockholders as follows: William H. Strauss, president; Harry Doerr, vice-president, and John F. Kauffman, secretary and treasurer.

William Strauss, the founder of the present concern, is a cigarmaker by trade, and started in business in Johnstown in 1881. In 1889 he lost everything in the flood, but shortly after he engaged in business again and the present firm is the outcome of his second venture.

John F. Kauffman began business with the wholesale tobacco firm of A. B. Cunningham & Company, of this city, and after four years with that company moved to Altoona, where he was placed in charge of the Reid Tobacco Company's branch house in 1901. In 1918 he was one of the incorporators of the present firm of W. H. Strauss & Company, at Johnstown, and in 1921 a branch house was established in Altoona.

George H. Barry, who is manager of the Altoona branch, has had fourteen years' experience in the wholesale and retail tobacco business in this city and has been instrumental in bringing the local establishment up to its present high standard. Miss Margaret E. Brennan is in charge of the office of the local branch and both she and Mr. Barry have long been associated with our former townsman, Mr. Kauffman. The company employs thirty-one men and women, fourteen of whom are heads of families.

T. M. A. WINS FIGHT FOR CARLOAD RATING ON CIGARS

The T. M. A. has won its fight for a carload rating on cigars.

In a decision just rendered, the Interstate Commerce Commission says:

> "We find that the rating on cigars in carloads maintained by defendants (principal railroads of the U. S.) is unreasonable to the extent that it is higher than second class. . . . "

And, an order has been issued requiring the railroad companies, on or before June 23, 1925, to establish and maintain on cigars, in carloads, a rating which shall not exceed second class.

The present rating is first class.

Thus, the long fight carried on by the T. M. A. has been brought to a successful conclusion.

The subject first came up for consideration at the 1923 Convention of the T. M. A. when it was brought out that the railroads had not recognized the principle that lower freight rates should apply on cigars when shipped in carload lots than when forwarded in small lots, and some of the larger shippers felt that the carriers should be forced to grant such an adjustment.

Application was promptly made by the T. M. A., through its traffic department, to the classification committees of the railroads, but after unusual delay, the request was denied.

A formal complaint was thereupon filed with the Interstate Commerce Commission which has just resulted in the decision above.

Price
$850
Complete

F. O. B. Factory, Newark, N. J. Time payment terms upon request.

How to Fill the 5c Cigar Demand at a Profit

THE trend back to the nickel cigar has already been felt by many manufacturers. This growing demand has brought them face to face with the perplexing problem, "How to Produce a Nickel Cigar at a Profit."

The solution to this important problem will be found in the Universal Model L Scrap Bunch Machine.

This remarkable piece of equipment has been developed to a degree of efficiency, speed and accuracy that makes its services most necessary to cigar makers supplying the nickel cigar demand.

Price $850 complete F. O. B. Newark, N. J. Can be purchased on Time Terms with six months to complete payment. In this period this machine will pay for itself by the economies it makes possible.

Write and arrange for a demonstration.

Universal Tobacco Machine Co.
116 West 32nd Street, New York, U. S. A.

Factory: 124 Sussex Ave., Newark, N. J.

The MODEL "L" SCRAP BUNCHING MACHINE

Solves the Problem of the Cost of Making 5c Cigars

Here's how this machine will help you solve this vital problem—

—It produces 450 to 500 bunches an hour.

—Only one operator required.

—Bunches can be made at a cost of from 75c to $1.00 a thousand.

—It makes uniform, free smoking bunches.

—It works large size scrap—up to 1¼ inches long.

—Any size or shape can be made on same machine.

—Both right and left hand bunches can be made on same machine.

Detroit News

(*Continued from Page 11*)

Harry Stamm, local branch manager for the G. H. P. Cigar Company, and the official booster of "El Producto" cigars, reports business on his brand as being great and never better than it is today. The "El Producto" cigar enjoys a splendid distribution and is prominently advertised in all the leading newspapers.

R. I. "Bob" Ellis and Fred Bailey, of San Martin & Leon, Tampa, Fla., made the rounds of the trade here last week. These two knights of the grip report business as being very satisfactory all along the route covered. "Bob" left for the Windy City, where he will hang out for several weeks.

Yours truly,

MIKE OF DETROIT.

OPPORTUNITIES FOR MARKETING TOBACCO IN HUNGARY

(Based on Report by Consul Walter S. Reineck, Budapest.)

The production of tobacco in Hungary in 1924 amounted to 44.092,000 pounds, and shows an increase of more than 50 per cent. over the previous year, although the planted area increased but 3 per cent. Accumulated stocks on September 1, 1924, amounted to 35,273,600 pounds. The Hungarian monopoly states that it is using Virginia and Kentucky tobaccos from the United States, Havana and Cuba tobaccos from Cuba. and Brazilian seed-leaf and Carmen tobaccos from Brazil. The crop of 1924 is now being purchased by the monopoly.

Foreign Trade in Raw Tobacco

The monopoly purchases foreign tobacco in the European tobacco markets direct from importers and pays cash. The quantities and varieties needed each year depend on local requirements and market conditions. Total imports of raw tobacco into Hungary in 1924 were 4,724,900 pounds, representing an increase of 68 per cent. over the quantity imported in 1923. Bulgaria supplied over 60 per cent. of the total imports; Greece, 26 per cent.; and about 600,000 pounds—probably United States tobacco—were furnished by the Netherlands and Germany.

In 1924, Hungary exported 8,965,888 pounds of tobacco. This quantity, although amounting in weight to nearly twice the imports, was worth but 5,232.000 gold crowns, or little more than half the value of imported tobacco. The monopolies of Czechoslovakia and Poland took 7,340,000 pounds, and neighboring countries—Germany, Belgium, and the Netherlands—bought about 500,000 pounds each.

Opportunities for Introducing American Tobacco

No direct imports of raw tobacco have been made from the United States since the war. A small stock of Kentucky and Virginia tobacco. on hand from 1922, is being worked up into a pipe tobacco. the success of which on the Hungarian market may lead to future trade. It is believed that Hungary is a field for development, if only the popular taste can be satisfied.

An excellent opportunity for the introduction of American tobacco products in small lots is offered in a recent decree of the Hungarian Ministry of Finance, which grants a concession to seven Hungarian firms to import and distribute foreign tobacco products in Hungary in quantities not to exceed the amounts permitted for their own personal requirement. The amount which may be imported for any one person in one year has been limited to 5,000 cigarettes or 16½ pounds of any other kind of tobacco products.

By the further terms of the decree, the concessionaires may not sell foreign tobacco or tobacco products in an open business place. They may, however, solicit individual orders and import on behalf of any customer an annual quantity not in excess of the amount mentioned above—5,000 cigarettes or 16½ pounds of other tobacco products. Concessionaires must, of course, be able to prove that their orders are bona fide, and they are not permitted to do a credit business. Private individuals may also import tobacco products upon a permit from the Ministry of Finance. Concessions are valid until December 31, 1927.

Import Duty

The customs duty on cigarettes amounts to 60 gold crowns a kilo, or about $5.51 a pound. This duty is said to average about 1,000 paper crowns, or nearly 1½ cents a cigarette. The duty on other tobacco products is 48 gold crowns a kilo, or $4.41 a pound.

[A list of the firms to which concessions for the restricted importation and sale of foreign tobacco manufactures has been granted is on file in the Tobacco Section of the Bureau of Foreign and Domestic Commerce and on request will be furnished to any member of the trade whose name is on the Exporters' Index. For the benefit of those not enjoying the advantages of the Exporters' Index, it may be explained that this is a free service available to all American firms or individuals whose names and interest in foreign trade have been properly recorded with the bureau.]

FRED BROWN ELECTED A DIRECTOR, ALSO DELIVERS INTERESTING ADDRESS TO SALESMEN

The regular monthly meeting of the Tobacco Salesmen's Association, New York Branch, was held in the Hotel Pennsylvania on May 8th. This proved to be by far one of the most interesting meetings ever held.

Under the auspices of the Americanization and Educational Committee Fred E. Brown, New York Manager of Bayuk Cigars, Incorporated, delivered a most interesting and instructive address to the members on the subject "Salesmen of Today Are the Sales Managers of Tomorrow," which was most enthusiastically received by those present and those who were absent missed a real treat. This writer regrets that it is impossible to publish this speech as Mr. Brown delivered it extemporaneously, as it would prove a help and an inspiration to all the salesmen throughout the country.

Fred E. Brown was elected as a member of the board of directors for a three (3) year term.

Abe Sillett, chairman of the House Committee, reported that the ball proved a big success both socially and financially.

The by-laws were amended, raising the initiation fee from $10 to $25. Plans are now being made to celebrate the fifteenth anniversary of the Salesmen Organization during the fall of 1926.

GAIN IN SCHULTE CIGAR STORES PROFITS

The Schulte Retail Stores Corporation, New York, operating a chain of retail cigar stores, reports a net profit of $4,341,615, before taxes, for the year ended December 31, 1924. This compares with $3,763,637 in 1923 and represents a gain of $577,978.

CANADA AS A POSSIBLE TOBACCO COMPETITOR

Although tobacco is produced in commercial quantities in only two Provinces of Canada, the country has potentialities not to be ignored. Many opportunities for expansion surround the Canadian industry, and the economic position is particularly strong.

Methods of Encouraging Production

The Canadian Government, though offering no direct bounty on production, fosters it by maintaining experiment stations, supplying fertilizer and seeds to growers, and offering prizes in fairs and exhibitions.

Aside from this, a great difference is made in the excise tax between foreign tobacco and Canadian tobacco. Foreign tobaccos are taxed forty cents a pound for the unstemmed and sixty cents a pound for the stemmed product. This in itself is sufficient inducement for Canadian manufacturers to favor the home-grown product, and thus stimulate production through good prices brought about by an increased demand.

Canadian Production Increasing

Twenty-five years ago practically all the tobacco used in Canada was foreign grown, imported either in the leaf or in manufactured form. In 1913 Canada (the Provinces of Ontario and Quebec) produced 12,500,000 pounds; in 1921, 13,249,000 pounds; in 1922, 25,948,000 pounds; in 1923, 21,297,000 pounds; and in 1924, 18,711,000 pounds.

In the Province of Ontario in 1924 were grown 5,261,000 pounds of Burley, 5,479,000 pounds of flue-cured, 1,145,000 pounds of Green River, and 250,000 pounds of other dark tobacco. The Province of Quebec supplies cigar and pipe tobaccos, and the production for 1924 has been reported to be 6,575,740 pounds, but as much difficulty is experienced in that Province in getting the growers to take out licenses, it is possible that this figure is much below the actual production.

Canada Using Less Imported Tobacco

Although the United States has for many years supplied Canada with ninety per cent. of its imports of tobacco, and does yet, it is nevertheless true that exports from the United States to Canada decreased from 16,679,000 pounds in 1921 to 11,357,000 pounds in 1923, and amounted to only 15,713,000 pounds in 1924. Coincident with a decreased supply of tobacco from the United States it may be noted from the above table that the Canadian production of chewing and smoking tobacco and snuff in 1923 increased almost 6,000,000 pounds over production in 1923, and that the production of cigars increased by about 11,000,000 pieces. A slight decrease is registered only in cigarette production. There were twenty-nine more factories in operation in 1923 than in 1921.

The situation is clear that Canada has increased its manufacture of tobacco products and has also decreased its imports of raw material. The above table shows that in 1921 Canadian tobacco used in factories amounted to only about half as much as imported tobacco, and in 1923 Canadian tobacco used in factories amounted to 25,000 pounds more than imported tobacco.

Canadian Tobacco a Growing Factor in British Market

Under the provisions of Great Britain's preferential tariff policy maintained toward the colonies, Canada is entitled to a deduction of one-sixth from the import duty required of foreign countries. Should Canadian production ever exceed the Canadian demand it is not impossible to suppose that Canada would supply to the British market certain tobaccos once furnished by the United States. Already Canada's exports to Great Britain have increased from 3000 pounds before the war to 1,164,000 pounds in 1924.—*Commercial Reports.*

ANOTHER WDC VICTORY

The WDC nine started their season with a bang by trimming the Title Guarantee and Trust Company of Jamaica to the tune of 13 to 3. It was a fine game of ball from "Play ball" to the end of the ninth inning.

There were quite a few veterans in the line-up and they showed their stuff in the same fashion as they did last year when it will be remembered they won the Long Island Industrial League championship. With due honor for this victory, William DeMuth & Company was presented with a beautiful silver championship cup and each player received a gold medal in appreciation for the new championship which they won for their employers who have long been known as Pipemaker Champions.

The play of the day was proclaimed when Jack Pawlowski the WDC home-run king, did a Babe Ruth over centerfielder's head. One of the new men who showed marked ability was Clarence Knipfing, the export manager, when he scored three hits and two bases on balls at his five times at bat.

The boys are determined to win that championship cup again this year and have made an excellent start towards accomplishing their determination. Gus Lybeck, the ever-smiling manager of the team, has every confidence that the boys will again come through victorious and says, "It's a fever out here in Richmond Hill—everybody's a winner—Milano, Campaign, Lexington, and team."

The lineup for the season follows:

W. (Wellington) Pipp, center fielder;
A. (Bombay) Baer, left fielder;
C. (Campaign) Halhuber, right fielder;
C. (Carlton) Knipfing, first base;
H. (Turin) Feinsilver, second base;
J. (Milano) Pawlowski, third base;
W. (Marlboro) Smith, shortstop;
J. (Sparton) Smith, catcher;
J. (Kensington) Kelly, pitcher.

It is interesting to note that Lester Connelly, the WDC pitching ace, whose untiring efforts helped to achieve last year's championship, has left the employ of William DeMuth & Company to play professional baseball with the American Association. Just another example of an excellent DWC product.

CONSOLIDATED TO PAY BACK DIVIDENDS

The regular quarterly dividend of 1¾ per cent. was declared on the preferred stock of the Consolidated Cigar Corporation at their meeting held on April 30, and a payment of 1¾ per cent. was also declared on the preferred stock on account of back dividends. These dividends are payable June first to stockholders of record May 15.

CIGAR ACCOUNT FOR FERRY-HANLY

The American Cigar Company, New York, has placed the advertising account of its "El Roi Tan" cigar with the Ferry-Hanly Advertising Company, Incorporated. This account will be directed from the new office of the Ferry-Hanly agency which is being opened at New York.

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE
Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."
Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO
MANUFACTURERS OF
HIGH GRADE CIGAR BOXES
CEDAR, SAW AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
ESTABLISHED 1875.
TEL. 4270 LEXINGTON
637-641 EAST 17TH ST.
NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO.,
Third and Lock Streets, Cincinnati, Ohio.

CIGAR BOXES

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars $2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

FONTENELLE:—44,184. For cigars. February 7, 1925. Emil Ptak, Plattsmouth, Neb.

ROUNDYS:—44,185. For cigars only. March 27, 1925. Roundy, Peckham & Dexter, Milwaukee, Wis.

CHALMERS MASTER BLEND:—44,186. For cigars. April 18, 1925. Charles J. Spietz, Detroit, Mich.

TETE A TETE:—44,187. For cigarettes. April 20, 1925. Columbia Cigarette Corp., New York, N. Y.

PEKEE-YANG:—44,188. For smoking tobacco, cigarettes and cigars. April 25, 1925. M. J. Schwab Co., Dayton, Ohio.

PEKEE-YING:—44,189. For smoking tobacco, cigarettes and cigars. April 25, 1925. M. J. Schwab Co., Dayton, Ohio.

ZATSO:—44,190. For all tobacco products. April 25, 1925. American Litho. Co., New York, N. Y.

G & U:—44,191. For cigars. April 23, 1925. Gonzalez & Ulfe, Brooklyn, N. Y.

EMMA SILVER:—44,192. For all tobacco products. April 30, 1925. Wilkowski Bros., Watertown, Wis.

DEVONSHIRE:—44,194. For smokers' articles only. March 31, 1925. A. Clubb & Sons, Los Angeles, Cal.

OAKFORD & FAHNESTOCK'S MASTER BLEND:—44,195. For cigars. May 2, 1925. Chas. J. Spietz, Detroit, Mich.

NU VALU:—44,196. For cigars. April 27, 1925. Harry A. Jaskulek & Co., Dayton, Ohio. (This trade-mark, though apparently not heretofore registered in any of our Affiliated Bureaus, is claimed to have been acquired by the registrant by a transfer from the Cottage Cigar Co., Columbus, Ohio, who had acquired same from Pasbach-Voice Litho. Co., Brooklyn, N. Y.)

TRANSFERS

LA DELAVANA:—27,853 (Tobacco Leaf). For cigars, cheroots, stogies and tobacco. Registered June 22, 1904, by R. R. McDowell & Co., Cleveland, Ohio. Transferred to W. C. Van Velzer & Son, Delaven, Wis., May 1, 1925.

MARONIA:—30,919 (Tobacco Leaf), and **31,155** (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered January 8, 1906, by American Litho. Co., New York, N. Y. Transferred to Hebert Bros., Chippewa Falls, Wis., June 15, 1918, and re-transferred to W. C. Halbleib, Chippewa Falls, Wis., April 20, 1925.

REMINGTON ARMS COMPANY WINS ANOTHER PATENT INFRINGEMENT SUIT

The United States Circuit Court of Appeals of Philadelphia, in a decision by Judge Buffington handed down in March, affirmed the opinion of Judge Hugh M. Morris, United States District Judge for the District of Delaware, in dismissing the patent infringement suit brought by the National Cash Register Company against the Remington Arms Company in 1921. This suit involved three patents owned by the National Cash Register Company which they charged were infringed by the manufacture of the Remington cash register which was placed on the market in 1921. This is the fourth decision by the courts in this litigation, each of the four decisions having been in favor of the Remington Arms Company. It is understood that this decision is final—there being no appeal to a higher court.

A GOOD COLLECTION LETTER!

It is reported that one of the fastidious newly married ladies of this town kneads bread with her gloves on. This incident may be somewhat peculiar, but there are others. The editor of this paper needs bread with his shoes on; he needs bread with his shirt on; he needs bread with his pants on; and unless some of the delinquent subscribers to this "Old Rag of Freedom" pony up before long, he will need bread without a damn thing on, and Wisconsin is no Garden of Eden in the winter time.—*Melrose* (Wisconsin) *Chronicle.*

LOADED CIGARETTES MYSTIFY PARIS

Cigarette smokers in France are lighting up with considerable caution because of reports from various sections of the country telling of smokers burned about the face or hands by explosion of the cigarette after it has been partly consumed.

The motive of the persons "loading" the cigarettes is as much of a mystery as their identity, but the city laboratory is at work on two samples furnished by one of the victims, a Parisian mechanic, and it is hoped some clew will be obtained in this way.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
After all nothing satisfies like a good cigar
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

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PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
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CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
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Corner of Gratiot Street
Exclusive Selling Agents For
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CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

It Pays!

To Advertise

To keep attractive cigars before the Smokers

To consider quality and condition and fair prices

To build business solidly on stable types of merchandise

To meet changes in public tastes and habits and to keep up with the times

Live Cigar Dealers who realize the present and look with keen judgment to the future are handling those Hand-Made, Long-Filled, Manila Cigars retailing at Five Cents or Better.

It Pays!

List of Manila Agents and Distributors on application

MANILA AD AGENCY

(C. A. BOND, Mgr.)

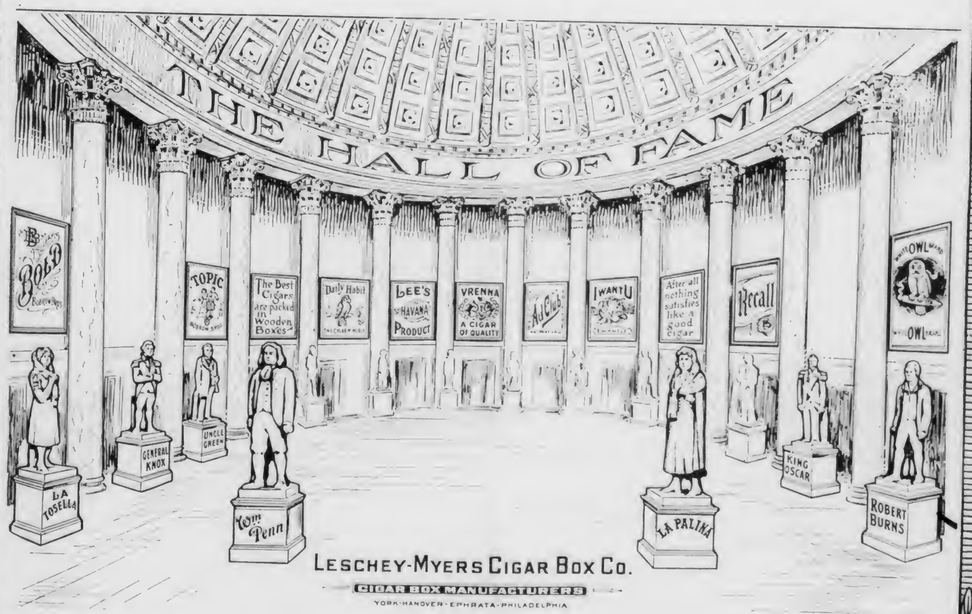
15 WILLIAM STREET - NEW YORK

JUNE 1, 1925

VOLUME 45 No. 11

THE TOBACCO WORLD

After all nothing satisfies like a good cigar



PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Cigars in Wooden Boxes Are Easily Displayed in Window or Case

IT takes but little time and trouble for the busy dealer to make an attractive, eye-catching display of cigars in wooden boxes.

The natural wood finish of the boxes harmonizes with various surroundings. The beautiful printing, always possible on wood, attracts attention and embellishes the display. The flat-sided boxes stay put always in windows and on counters.

These Six Reasons Tell Why Wooden Cigar Boxes Excel

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

"BEST OF THE BEST"

OP'TIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

MURIEL
The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

FRESH
BIGGER
BETTER

WAITT & BOND
Blackstone
CIGAR

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Filler
Absolutely!

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

WANTED

STRIPPING MACHINES WANTED—We are desirous of purchasing up to six second-hand Universal Stripping and Booking Machines at a cost of not more than $100 per machine. Address Box 482, "Tobacco World."

SITUATION WANTED

WANTED—POSITION AS CIGAR FACTORY SUPERINTENDENT—Twenty years' experience with some of the largest manufacturers; hand, mold or suction. Address John Gruber, 836 North Twentieth Street, Philadelphia, Pa.

SUPERINTENDENT—MAN WITH 25 YEARS' EXPERIENCE desires position as cigar factory superintendent with reliable manufacturer. Address Box No. 479, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 45 JUNE 1, 1925 No. 11

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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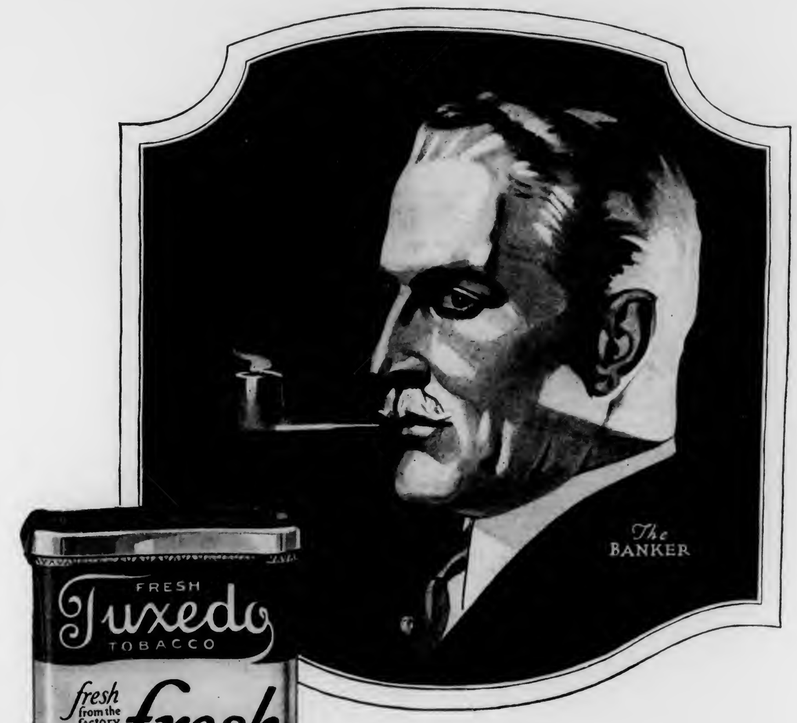

Men who know values quickly appreciate quality.

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FRESH Tuxedo TOBACCO

Volume 45

THE TOBACCO WORLD

Number 11

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JUNE 1, 1925 Foreign $3.50

EDITORIAL COMMENT

WE HAVE felt for some time that the Tobacco Merchants Association could well afford to follow the United States Chamber of Commerce in the matter of holding regional meetings in addition to their annual convention.

Obviously various sections of the country have their own individual problems which do not pertain to the entire industry. In the short time allotted to the annual conventions it is not always feasible to devote much time to sectional problems. Yet these problems do exist and some solutions could be arrived at if there were regional or sectional groups that could be convened not less than once a year. It would supplement the national convention and no doubt result in clarifying and expediting the work at the annual meetings.

There is a further advantage in regional meetings in bringing into closer contact the members of the industry. Success in any industry is predicated upon co-operation, and that co-operation can not be secured unless interest is sustained.

The most successful trade organizations are those which meet frequently, increasing trade acquaintanceship and mutual respect.

It is a fact that needs no emphasis, that today no business can live by itself alone. If there are problems to be solved but which are put aside, any losses which follow are borne by the industry as a whole and each individual business bears its share.

Any problem of the industry is *your* problem, either directly or indirectly, and you should create the opportunity to meet together and discuss it.

The York County cigar manufacturers meet frequently and taken as a whole they are probably in a more flourishing condition than any other section of the country. We do not believe that under present conditions that they could hold their production up, as they have, if it were not for the fact that they get together frequently and out of the experiences of their members find some solution to the vexing problems that are common to all.

IT IS with great satisfaction, the tobacco industry can report that the keynote of the Convention of the Tobacco Merchants Association held on May 14 and 15 in Washington, was co-operation.

In considering co-operation in the cigar and tobacco business one of the important points to be considered is the obligation of the manufacturer, jobber and retailer to each other.

When we stop to analyze business we find that about two hundred years ago men were not allowed to get into business together.

Partnerships started because a man running a business died and that man happened to have two sons, and the two sons took up the business founded by their father and formed a partnership, and in Holland and some other countries that was the only kind of a partnership that was allowed to exist.

At that time it was construed that if two men who were not of the same family started a business, it was more or less a restraint of trade.

Later on the corporation was created by men who realized that where there was a big piece of public work to be done it could not be accomplished in a life time, and a corporation was formed and men started it and other men finished it, but they were bound together in the tides of business.

Business grew larger and larger and men found that there was an advantage in getting together and talking things over and combining their capital and their buying ability and as the result of that combination came big business, until in our country in 1893 someone said that if people get together for their own interest and they control more than 50 per cent. of any one industry, they should be stopped as it was wrong.

They then tried to dissolve these combinations and this idea of working together and the result was that business was pretty well disrupted.

Trade associations then felt that they could not get together for if they talked about anything or if prices should happen to advance it would be interpreted as a combination in restraint of trade.

Now things have changed and gradually we are coming back to the idea that it is better for us to work together for the common good of an industry, and we are told so far as foreign business is concerned to go ahead and combine and do the things we want to do, and the time is not far distant when men in various lines of business can combine and build up large businesses that will function efficiently and economically, which will be better than to have a lot of small business enterprises running inefficiently.

This thought applies strikingly to the cigar industry, which needs further consolidating and greater co-operation and a better understanding between the manufacturer, jobber, retailer and consumer, which would result in greater uniformity of cigar sizes and greater possibilities as to a quality product, and it is to be hoped that the Tobacco Merchants Association will arrange to hold their conventions more often in the future, as better results would be obtained if all those interested in the industry would get together and discuss and act on trade problems, say twice a year instead of every two years, and as the writer has previously advocated, make one meeting a year to occur at the same time and place as the tobacco exposition is held.

If those in the cigar industry would look around and see what is being done by trade associations in other industries they will find they meet twice, three and even four times a year, and this constant getting together creates closer contact and greater friendships and breeds fair thoughts and square treatment of competitors who, after all, have the same conditions and problems to meet.

To properly succeed all trade associations and industries must adopt and practice three actions, first, think kindly of your competitor; second, deal with him fairly; and third, you must realize that you cannot do the competitor's business.

You must leave something for him to do because it is more profitable to do a certain amount of business and let the other fellow succeed than it is to try to do all the business, as invariably you will find that prices will decline and after a while profits will be eliminated in the wild scramble for business.

A short time ago in visiting a large manufacturer who was located in close proximity to another large manufacturer, I was greatly surprised to learn that they had never met and become acquainted, although they had been in business in the same city for a number of years, and cases like these are in great need of the co-operative and friendly spirit advocated, and the Tobacco Merchants Association, as a trade association, and if functioning at frequent intervals, would have a committee who would see that there was the proper get-together of all men affiliated in the industry and also to smooth out any spots of friction that may exist or may arise between any manufacturers, jobbers, etc.

The theory of life is that you can only create things with what you give away, and in business you can only expect to get out of it what you put in it, so in your business give away that friendly feeling towards your competitor, and play the game squarely, and if necessary talk to him about playing squarely, and if you do that your business will be better, and your competitor's business will be better, and the consumer will be better satisfied as he will get better quality products.

We all believe that the world is getting better, and we will get better if we learn to love one another, and we cannot succeed unless we see the good in the other fellow.

In our individual businesses we have to give generously of our time and energy and we have ideals to maintain, but for the success of our own business we must look to the success of our competitor's and the industry at large, and we must realize that just as our industry of which we are a part goes ahead and succeeds, so do we succeed.

J. R.

CAPESTANY NOW AGENT FOR PORTO RICO GOVERNMENT

Mr. Luis A. Capestany, assistant agent of the Government of Porto Rico Tobacco Guarantee Agency, who has been in charge of the agency as acting agent since March 19 last, and who has been associated with the management of the agency ever since its establishment, has been appointed agent as per communication of the treasurer of Porto Rico received last week.

Mr. Marco T. Saldana, who has been in the employ of the Government of Porto Rico for the last sixteen years and lately connected with the agency, will succeed Mr. Capestany, as assistant agent and auditor. The position of secretary and stenographer has been filled by Mrs. Mercedes G. Hidalgo, who has also been connected with the agency since its establishment.

N. C. L. T. A. CONVENTION ON JUNE 1 AND 2

The twenty-seventh annual convention of the National Cigar Leaf Tobacco Association will be held in Atlantic City, at the Ambassador Hotel, on June 1 and 2, and the plans call for an interesting as well as enjoyable meeting.

The banquet will be held on Monday evening, and will be highly enjoyable, as usual.

The main question for discussion will be that of tax reduction, and Joseph Mendelsohn is expected to deliver an interesting address on that subject.

Over 100 delegates from prominent leaf houses in all parts of the country are expected to be present.

UNITED BUYS EIGHTH AND MARKET CORNER

The three-story building at the southeast corner of Eighth and Market Streets, lot 22 by 160 feet, having nine stores on the first floor has been sold by the Finance Company of Pennsylvania, through Mastbaum Brothers & Fleisher, to the United Cigar Stores Company of America, which was represented in the negotiations by Arnold L. Steinfeld, vice-president. The price paid was $500,000, or at the rate of almost $23,000 per front foot, on the Market Street front. The property was purchased about eighteen years ago by the Finance Company. It was originally the site of one of the first motion-picture theatres in Philadelphia, known as the Nickelodeon, which was operated by Harry Davis, of Pittsburgh. The United Cigar Stores Company has occupied under lease the corner store in the premises for a number of years.

FRED MARSH LEAVES MARCELINO PEREZ

Fred Marsh, New York City representative for Marcelino Perez & Company, of Tampa, Fla., has resigned from that company, and will retire from the cigar business. Mr. Marsh has been connected with the cigar industry for almost forty years and was one of the best known hotel cigar stand operators in New York City.

PHILADELPHIA NEWS

The Trebow Cigar Company, who have operated a factory at 110 North Second Street, have removed to much larger quarters at 119-121 North Fifth Street, where their manufacturing facilities will allow of a much larger production.

This firm manufactures and distributes the "El Trebow" cigar, which is a high-grade Sumatra wrapped, Havana filled cigar, made in six desirable shapes and sizes, which go to the consumer at from ten cents straight to three for fifty cents.

The King Perfecto Cigar Company, of Hartford, Conn., and Philadelphia, are just introducing to the trade their "Havana Shield" long filler Londres cigar packed five in a pasteboard package to retail for a quarter, this package being in addition to the regular one-twentieth wood box packing.

The Federal Cigar Factory, 1926 South Sixth Street, are just releasing to the trade a new very high-grade line of cigars of their own manufacture, to retail at ten cents to three for fifty cents.

These cigars will be shade wrapped with Havana blended filler and will apear under their new label with the title, "Lozania."

This firm also manufactures the "Morro Castle" and "Exponent" brands, which have a large local distribution.

Louis Gray, 718 Market Street, reports a large sale on "Three Brothers" five-cent cigar, this being the new cigar manufactured by Frings Brothers and come packed one-tenth thirteen top.

This store also has a special sale on "Exponent" cigars at two for fifteen cents.

F. B. Vetterlein's store at Fifteenth and Market Streets, was the scene of great activity this past week, as this store is one of several agencies for the sale of ... seats for Shibe Park, and tickets to see the victorious Athletics were in great demand.

This store reports a good sale on "Fedora" at ten cents and upwards, "Tampa Seal" and "El Dimisco" at ten cents straight and "La Majesta Favoritas" for a nickel each.

M. J. Dalton Company, 29 South Eleventh Street, have as their leaders Gato's "Key Westers" at four for thirty cents, "Robert Fulton" and "Prima Real" at five cents and "Martinez Rainbows" packed five in a package for a quarter.

John Middleton, 1211 Walnut Street, is featuring J. M. "Key Westers" retailing at two for fifteen cents.

This store has a very prominent and atractive display of Midlon Egyptian cigarettes, the background of the display being genuine imported Turkish rugs, with a showing of Turkish pipes and cigarette humidors, and an interesting display of the finest Turkish tobacco procurable being Gubeck from Cavalla, which is shown in the bale, leaf and prepared ready to use in the hand-rolled cigarette.

"Walnut Blend" smoking tobaccos for which this firm is noted, also has prominent space.

Godfrey S. Mahn Company are now esconced in their new store at 1343 Chestnut Street, which is very attractive and being located in such a desirable spot for business, no doubt will create additional trade on their always popular brands, "Prince of All" and "As You Like It."

Yahn & McDonnell, Adelphia Hotel stand, are making a drive on the ten-cent sizes of "Optimo," "Cortez," "Cuesta Rey" and "Sanchez and Haya."

Yahn & McDonnell, Widener Building stand, are showing the "Coast to Coast" cigar, Tampa made, retailing at three for a quarter, and also have a pipe sale on French and Italian briar pipes retailing at $1.

David Olster, Juniper & Sansom Streets, enjoys a big repeat business on "Ruyera Lopez," "La Camporita" and "Mi Adelina" cigars.

Holt Cigar Company, South Broad Street, are having a sale on "Marshall Field" cigars at ten cents straight or $9 per hundred, this cigar having a big following with the trade at this location.

The J. B. Cigar Company, 113 North Tenth Street, are enjoying a big demand for their "J. B. Smokers" which go to the consumer at five cents.

J. R.

BALTIMORE NEWS CONDUCTING CAMPAIGN FOR PERMISSION TO SMOKE ON CARS

The *Baltimore News* is conducting a campaign through its columns to have the citizens of Baltimore vote on whether or not they would like the street car company to permit smoking in the rear seats of their cars. President Emmons, of the United Railways, says that he will be governed by public demand in the question. In order to test out the public feeling in the matter the *News* is printing a ballot each day which their readers are requested to mark and either mail to the city editor of the paper or leave it at a cigar store. On Thursday, May 28, the vote stood: 797 men and 39 women for, and 314 men and 153 women against.

UNITED TO OCCUPY FIFTH AND MARKET CORNER

The premises at the southeast corner of Fifth and Market Streets, lot 22 by 104 feet, have been sold by Harry M. Gosch, Incorporated, through Mastbaum Brothers & Fleisher, to Mrs. Emma Fritschie, of Merion, subject to mortgages of $175,000. The property has been leased for a long term to the United Cigar Stores Company, which will occupy the corner store on the expiration of the present lease.

MacANDREWS & FORBES' EARNINGS

MacAndrews & Forbes, licorice flavoring manufacturers, of Camden, N. J., report net earnings of $1,232,151 for the year ending December 31, 1924, equivalent to $13.09 per share on the common stock, after charges for Federal taxes and preferred dividends. This compares with $20.15 a share for the previous year.

HARRY BOBROW IN HARTFORD

Harry Bobrow, of Bobrow Brothers, Incorporated, visited Hartford, Conn., a few days ago in the interest of his firm.

I. JACOBY A VISITOR

I. Jacoby, of Meyer & Mendelsohn, visited the Philadelphia manufacturers a few days ago in the interest of his firm.

DETROIT

Business Showing Improvement in Detroit—Many New Faces at Tobacco Table Luncheon—Cigar Fraternity Well Represented at Windsor Opening—Arthur S. Kuder Dead—D. Emil Klein a Visitor

Detroit, Mich., May 25, 1925.

EVERYTHING is fine in Detroit and business is showing improvement. Optimism reigns supreme, but the weather for the past week has been anything and not what it should be. We have had summer days, spring days, but mostly winter days, so why worry, summer is sure to come and it will be hot. So get out the old golf sticks and bathing suit, we are all going to the Island View Country Club, on Wednesday, June 17, with the Detroit Drug Club.

Jobbers and retailers report business for the month of May as being very good, and with the coming of warm weather they look for a big revival of business, as many conventions are booked for Detroit throughout the summer. Collections are reported to be very slow in all lines. The automobile industry is reported to be booming, with the various plants turning out more cars than ever before.

The Tuesday Tobacco Table was well patronized this week, many new faces were in the line-up and a great time was had by all. About thirty members of the trade responded to Sheriff Stone's call for a large attendance. The honor guests this week were the Honorable Fred Suss and Sidney "Admiration" Cahen, who honored the members with a very interesting talk on conditions of the cigar industry, from the various sections of the country. Many new conditions were brought to the attention of the members and guests, and we were very glad to have Sidney "Admiration" Cahen with us for the day.

The most popular place in the vicinity of Detroit at the present time is our sister city across the river, Windsor, the city of 4.4 beer. They came from far and near to the grand opening on May 20, and Detroit was well represented. Out-of-town cigar men also made the journey and I am informed that two certain ones made the trip, and Handsome Frank had his pocket picked of his wallet, but there was no money enclosed, he had hid it in his socks; you know, boys, Frank is very thoughtful.

Funeral services for Arthur S. Kuder, who died at his home, 2714 Virginia Park, on Wednesday, May 20, were held on Saturday, May 23. Mr. Kuder was well known in the tobacco industry, having been city salesman for John T. Woodhouse & Company for the past twelve years. Mr. Kuder was born at Sharon Center, Ohio, on April 3, 1870. For a number of years he was connected with the American Tobacco Company, and the Federal Cigar Company, and has been a resident of Detroit for the past eighteen years. Mr. Kuder's family includes his widow and one son, H. B. Kuder, of 2714 Virginia Park. A sister, Mrs. H. C. Gentleman, lives in Denver, and a brother, Norman S. Kuder, of Kansas City, Mo.

Joe Banker, representing M. Sacks & Company, New York, N. Y., manufacturers of "Arms del Casa," gave us the once over this week. While here Joe makes his headquarters at Bert Johnson's, the "Armas del Casa" distributor for the city of Detroit. Joe reports his business as being very good all over his territory.

William Siegel, of A. Siegel & Sons, New York, N. Y., called on the trade here last week.

Robert E. Breder, of Arguellis Lopez & Brother, Tampa, Fla., manufacturers of "Tadema," "Infinito" and "Lord Byron" cigars, spent a few days here last week looking over conditions.

Herb V. Messick, western representative for Cuesta Rey & Company, Tampa, Fla., stopped over en route to the Windy City. Herb was accompanied by his "better half" and they were on an auto trip for a little recreation.

Joe Sadler, of Perfecto Garcia & Brothers, Tampa, Fla., was here last week conferring with Lee & Cady, Incorporated, local distributors of the "Perfecto Garcia" brand.

Fred Suss, of S. H. Furgatch & Company, New York City, N. Y., manufacturers of the famous "Vega del Rey" cigars, spent the week here looking over conditions regarding his brands. Fred was full of his famous stories and had many new ones up his sleeve. Fred said he had no complaint to make regarding business and that his brands were doing fine in all sections of the country.

D. Emil Klein and Stephen Herz, of D. Emil Klein Company, Incorporated, New York City, N. Y., were with us for a few days last week. They were feeling fine and in the pink of condition, stating that business was good with them. After booking some nice orders for future shipment from their Detroit customers, they departed for the Windy City.

Claude E. Turner, western representative for Marcelino Perez & Company, manufacturers of "Tuval," "Redencion" and many other fast-selling labels, gave us the once over this week. Claude had his usual line and was dressed in the latest creation of spring attire. Claude says his brands were never in better

(*Continued on Page 10*)

Detroit News

(Continued from Page 9)

shape and that he is getting some fine business all over the country.

J. K. Fletcher, of the American Tobacco Company, has been with us for the past week, supervising the "Lucky Strike" campaign, which went over in wonderful shape. Messrs. Loomis and Canfield, division managers, were also much in evidence with their crew of forty-odd salesmen, supplying the dealers with the "Lucky Strike" 100s.

H. A. Bercu, representing G. S. Nicholas & Sons, New York, N. Y., called on the trade here last week and reported business as being very satisfactory all along the route covered this trip.

George W. Stocking, of Arango-Arango, Tampa, Fla., was on the list of out-of-town visitors, and signed the TOBACCO WORLD register at Bert Johnson's.

Yours truly,

Mike of Detroit

INCREASED TOBACCO PLANTING IN GERMANY

The area planted to tobacco in Germany during the year ending June 30, 1925, shows an increase of about 16 per cent. compared with the year ending June 30, 1924, according to a report from Assistant Trade Commissioner Margaret L. Goldsmith, in Berlin, to the Department of Commerce. The area was once reported to be 6252 hectares for 1923-24, but this figure did not include 1687 hectares estimated to have been produced in Northern Bavaria. Including Northern Bavaria, the area planted to tobacco in Germany in 1923-24 was 7939 hectares; and in 1924-25, the area planted was 9134 hectares.

Plantings in individual districts were marked by much sharper increases than in the Reich as a whole. In Baden, for instance, the chief tobacco district of South Germany, the area increased by 23 per cent. and in Brandenburg, the most important North German district, the increase was 17 per cent.

PERMANENT REVISION OF FREIGHT RATES TO BE CONSIDERED

A permanent revision of postal rates will be considered at hearings to be opened by a joint committee of the Senate and House of Representatives on July 20, for which provision was made in the postal pay bill passed at the last session of Congress. The committee will open its hearings in Washington, but will visit a number of the important cities in the East, South and West, including Atlanta, Philadelphia, Augusta, Me., New York, Buffalo, Chicago and St. Paul.

It will be the purpose of the committee to secure information regarding the results of the present rates and to determine what changes will be required to meet the $68,000,000 increase in salaries to postal employees resulting from the postal pay bill. Special attention will be paid to second-class and parcel post rates.

It is expected that there will be considerable data submitted to the committee regarding the third-class rates, which make a distinction of one-half cent in postage between catalogues or booklets of twenty pages or less and those of twenty-four pages or more. The new bill provides a rate of one and one-half cents for each two ounces on the former and of one cent for each two ounces on the latter, up to eight ounces, and there have already been a larg number of protests filed with the Post Office Department by direct-to-consumer concerns regarding this discrimination.

LINZ.

MICHAEL BONDY DIES

Michael Bondy, who was a prominent member of the leaf tobacco industry for a great number of years, died at his home in New York City a short time ago. He was eighty-eight years of age. He is survived by his widow and four daughters, and had four nephews who are prominent in the cigar and tobacco industry: Richard Bondy, of the General Cigar Company; Morris Bondy, of Kauffmann Brothers & Bondy; D. Emil Klein, and Harry Prochaska.

DONLON JOINS FABER, COE & GREGG

Jack Donlon, one of the partners of Osborn & Donlon, sole representatives for the "Lord Beaconsfield," has joined the sales force of Faber, Coe & Gregg, and will manage the selling department for that firm. Mr. Osborn will continue the business formerly conducted under the trade name of Osborn & Donlon.

Mr. Donlon will be remembered as a member of the cigar department of the old Acker, Merrall & Condit firm.

HAAS PRESIDENT OF C. L. T. M. A.

Benjamin L. Haas was re-elected president of the Connecticut Leaf Tobacco Merchants' Association at their twenty-sixth annual meeting held in Hartford a short time ago. Mr. Haas, in addressing the meeting, stated that he felt that the corner had been passed and that business would be very much better in the near future.

ROBERT BRAND PASSES AWAY

Robert Brand, who conducted a cigar box factory at 207 Centre Street, New York City, died of pneumonia a short time ago at his home in Brooklyn. He was sixty-eight years of age.

"OPTIMO" DISPLAYS PROMINENT

New and attractive window displays of the "Optimo" cigar are appearing in and around Philadelphia, and sales on this quality cigar are holding up well.

NEW JOBBER IN CLEVELAND

A. E. Nicholl has opened a new jobbing house at 8805 Superior Avenue, Cleveland, Ohio, and will distribute cigars, cigarettes and smoking tobacco.

E. C. BAYUK VISITS HARTFORD

Louis Karmer, of Bayuk Cigars, Incorporated, was a visitor in Hartford, Conn., a short time ago, accompanied by E. C. Bayuk.

FRED HIRSCHHORN RETURNS

Fred Hirschhorn, president of the General Cigar Company, has returned from Europe, where he has been attending the Sumatra inscriptions.

GEORGE E. GARY RETURNS

George E. Gary, vice-president of the P. Lorillard Company, has returned to New York, after a visit to the inscriptions in Amsterdam.

Price
$850
Complete

F. O. B. Factory, Newark, N. J. Time payment terms upon request.

How to Fill the 5c Cigar Demand at a Profit

THE trend back to the nickel cigar has already been felt by many manufacturers. This growing demand has brought them face to face with the perplexing problem, "How to Produce a Nickel Cigar at a Profit."

The solution to this important problem will be found in the Universal Model L Scrap Bunch Machine.

This remarkable piece of equipment has been developed to a degree of efficiency, speed and accuracy that makes its services most necessary to cigar makers supplying the nickel cigar demand.

Price $850 complete F. O. B. Newark, N. J. Can be purchased on Time Terms with six months to complete payment. In this period this machine will pay for itself by the economies it makes possible.

Write and arrange for a demonstration.

Universal Tobacco Machine Co.
116 West 32nd Street, New York, U. S. A.

Factory: 124 Sussex Ave., Newark, N. J.

The
MODEL "L" SCRAP BUNCHING MACHINE

Solves the Problem of the Cost of Making 5c Cigars

Here's how this machine will help you solve this vital problem—

—It produces 450 to 500 bunches an hour.

—Only one operator required.

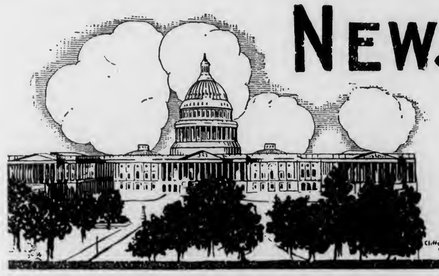
—Bunches can be made at a cost of from 75c to $1.00 a thousand.

—It makes uniform, free smoking bunches.

—It works large size scrap—up to 1½ inches long.

—Any size or shape can be made on same machine.

—Both right and left hand bunches can be made on same machine.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Simplified Practices Urged in Classifying Tobacco

REDUCTION of the several hundred indiscriminate type names for tobacco now in use in the industry to twenty-seven definite types, is urged by the United States Department of Agriculture. A proposed classification of types has been prepared by the department to eliminate the confusion that now results from the large number of type names in use.

The proposed classification of types is in agreement with accepted trade practices with respect to the division of types, and is an effort to bring about greater uniformity in the tobacco industry. Co-operative arrangements are also under way among the various Government departments which compile statistical information on tobacco to use a uniform method in reporting the various types.

Under the proposed plan all American grown tobacco is divided into six classes. Each of these classes include from four to five types, there being twenty-seven types in all. The co-operation of the trade in the proposed plan of classification is being solicited by the department. Copies of the proposed classification of types will be mailed to anyone on request to the Bureau of Agricultural Economics, United States Department of Agriculture, Washington, D. C.

Tobacco Industry Leads in Virginia

Cigar and cigarette production is the most important industry in the State of Virginia, figures just made public by the Census Bureau show. The eighteen establishments engaged in that industry in 1923, with a total of 5932 wage earners who were paid $3,768,503 for the year, had a production valued at $61,834,078. In 1921, there were twenty-five establishments and 6489 wage earners who were paid $4,300,066, but the value of the production was nearly $1,000,000 below the 1923 figure, totaling $60,932,655.

The same industry is also an important feature of Ohio's industrial life, although the output of 1923, valued at $28,423,782, is but a small part of the total production of $5,000,000,000 reported by the factories of that State. A total of 214 plants were reported, with 10,401 wage earners who received $7,614,819. In 1921 there were 269 establishments and 9721 wage earners who received $7,674,065, and the production was valued at $31,763,185.

The manufacture of tobacco is the fourth most important industry in Kentucky, it is shown by the Census Bureau in its report covering the commercial activities of that State in 1923, the production of the nineteen establishments engaged in the industry having a value of $23,221,346, and employing 2026 wage earners whose wages for the year aggregated $1,309,464. In 1921, records of the bureau show, there were twenty-three establishments with a total of 2798 wage earners who were paid $1,821,788 for the year, and the value of the production was $24,878,924.

In 1923 there were thirty-two establishments in Kentucky engaged in the production of cigars and cigarettes, employing 1850 wage earners who were paid $1,119,123 during the year, and having an output valued at $7,365,613, as compared with twenty-nine establishments, 1490 wage earners receiving $890,535, and a production valued at $4,200,553, in 1921.

Cigar and cigarette production was the second most important industry in the State of Florida in 1923, judged from the standpoint of value, according to figures just compiled by the Census Bureau, being exceeded only by the production of lumber and timber products.

In 1923, the bureau shows, there were 121 establishments engaged in the industry, a decline of fifty from 1921. An average of 11,118 wage earners were employed throughout the year, whose wages aggregated $10,269,016, as compared with 9529 wage earners who received $9,116,154 in 1921. The value of cigars and cigarettes produced was $35,958,350, an increase of $5,502,905 as compared with 1921.

Cigar and cigarette production is also one of the leading industries in New Jersey, the bureau's figures indicate, the value of production in 1923 being $67,227,273, as compared with $61,263,512 in 1921. A total of 110 establishments, employing an average of 10,130 wage earners who were paid $8,834,880, was reported for 1923, as compared with 125 establishments, 10,419 wage earners and wage payments aggregating $8,010,934, in 1921.

Complaint Issued Against Dubiner & Sommerfield

Unfair methods of competition are charged against Isadore Sommerfield, New York, trading as Dubiner & Sommerfield, in a formal complaint issued by the Federal Trade Commission. The charges grow out of the use of the words "Havana," "Vuelta Abajo" and "Garcia" on cigar boxes and labels and the name "M. Garcia y Ca."

The commission alleges that the latter name is fictitious, and the respondent by his use thereof knowingly, falsely and unlawfuly represents to the trade that his cigars are made by a business concern properly using the name of "Garcia." By the use of the other terms, it is further charged, the respondent gives the public a wrong impression as to the source of production of the tobacco of which the cigars are made.

(Continued on page 14)

It Pays!

To Advertise

To keep attractive cigars before the Smokers

To consider quality and condition and fair prices

To build business solidly on stable types of merchandise

To meet changes in public tastes and habits and to keep up with the times

Live Cigar Dealers who realize the present and look with keen judgment to the future are handling those Hand-Made, Long-Filled, Manila Cigars retailing at Five Cents or Better.

It Pays!

List of Manila Agents and Distributors on application

MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - NEW YORK

News from Congress

(Continued from page 12)

F. T. C. Issues Complaint Against "Havana Cadet"

The use of the name "Havana Cadet" on cigars not made of Cuban tobacco is attacked as an unfair method of competition in a formal complaint issued by the Federal Trade Commission against the Windsor Cigar Company, Raphael N. Paris, and Benjamin Paris, who do business under the name of the Paris Cigar Company, all of Windsor, Pa.

In an answer to the complaint, the respondents declare that the name was not adopted to give the impression charged, but that its use is always accompanied by a fanciful picture of a Havana Cadet in full dress uniform, and that, further, since May, 1924, the legend "Imported Sumatra Wrapper Domestic Filler" has appeared immediately below the picture on the principal label of the box. The respondents further declare that they have sought to impress upon their retail customers that they should not represent "Havana Cadet" cigars as being composed of Cuban tobacco, but should offer them for sale as what they actually are.

F. T. C. Divided on New Ruling

The new rules recently adopted by the Federal Trade Commission, minimizing the publicity to be given cases, are the subject of attack in a minority report made by Commissioners Nugent and Thompson. "The purchasing public have the right to know from the commission's public declarations the names of those manufacturers and merchants who, wilfully and deliberately, by misbranding, false and misleading advertising, adulteration of their products, etc., have robbed them of their money," it is asserted by these commissioners.

Manufacturers and merchants who deal fairly and honestly with their customers are entitled to the protection which the law gives them as against their unscrupulous competitors, it is declared. When such competitors are permitted to admit that they are guilty of the unfair practices charged against them and promise to discontinue, and the application for complaint is dismissed without any information to the public regarding the matter, honest manufacturers or merchants are not afforded the protection which the law contemplates they should have.

It is pointed out that in 1923 the commission experimented with the method of dismissing cases upon stipulation that practices complained of would be discontinued, and abandoned the plan as being unfair to the public and to the competitors of persons and concerns complained of. The mere publication of a complaint charging a business with unfair practices, it is asserted, has frequently resulted in the respondent abandoning the practices, while publicity enables the public to avoid manufacturers and merchants who are not honest.

Chamber of Commerce Working Toward Tax Reduction

Federal taxation will be studied with a view to working for a substantial reduction of income taxes, under a resolution adopted at the annual meeting of the United States Chamber of Commerce in Washington May 22.

The organization also adopted a resolution supporting the new procedure of the Federal Trade Commission, minimizing the publicity to be given its activities. Other resolutions advocated the holding by the Alien Property Custodian of all property now in his possession until Germany has made suitable provision for the satisfaction of American claims, and urged Congress to place the work of making freight and other rail rates entirely in the hands of the Interstate Commerce Commission.

John W. O'Leary, vice-president of the Chicago Trust Company, was elected president of the chamber for the coming year.

TURKISH TOBACCO DURING THE MONTH OF MARCH

Due to the abundance of the new crop and the general tightness of money, the tobacco market in Constantinople was rather weak during March, reports Trade Commissioner Gillespie to the Department of Commerce. Tobacco of the new crop as well as the crop of 1923 have dropped in price from 10 to 20 per cent., compared with their previous level.

During the month several delegates of the Italian Tobacco Regie examined the entire stock of Bafra and Samsoun tobacco available on the market, but the only purchase made was 81,840 pounds bought from the firm, Hermann Spierer & Company. Final prices paid for this lot were to be fixed with the branch office of Hermann Spierer at Trieste.

An American company purchased about 220,460 pounds of Bafra tobacco at prices ranging from 230 to 250 piasters per kilogram, or about 54.5 to 59.3 cents per pound according to the rate of exchange prevailing on March 31, when the piaster was worth $0.005225.

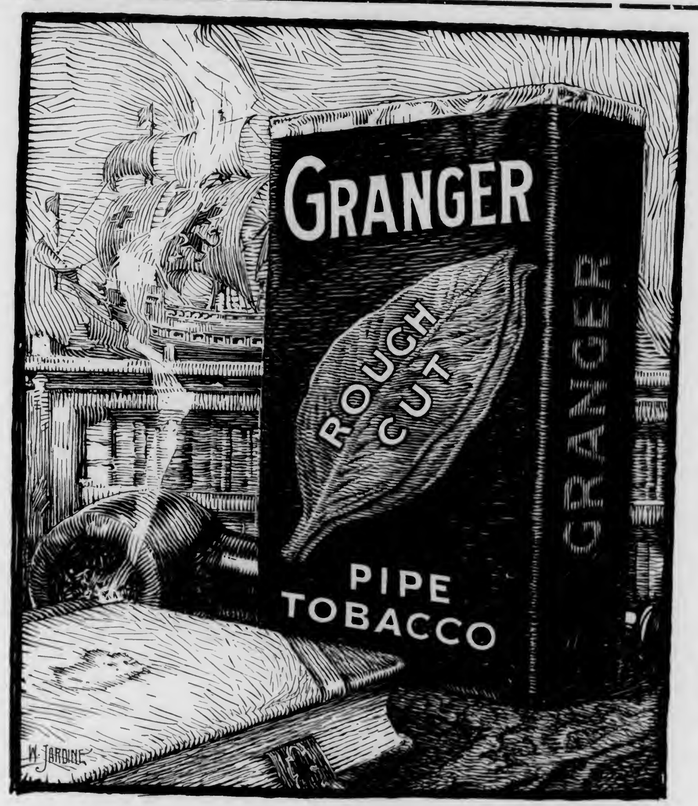
The arrivals on the Constantinople market during March amounted to 4,021,190 pounds compared with 3,547,201 pounds in February. Exports for the month were 1,388,898 pounds and stocks on hand on March 31 amounted to 21,053,930 pounds, 19,180,020 pounds of which were Turkish tobacco and the remainder Russian tobacco.

Prices during the month ranged from 11.9-21.3 cents per pound for the poorest grades to 35.6-42.7 cents per pound for the best.

PARK & TILFORD BUYS DISTILLERY

Announcement that Park & Tilford had taken over a large distillery with a vast amount of whiskey probably was not looked upon as an especially bullish development on P. & T. stock, in that it means a large outlay of money, thus delaying the time when dividends will be inaugurated.

With the news out, Park & Tilford stock promptly went down.



Packed in heavy foil instead of costly tins hence 10¢

The most remarkable tobacco ever offered to pipe smokers — in quality, in value, in taste

Back *about* 1870, James N. Wellman developed a secret tobacco process which won instant and widespread favor. *It yielded a fuller-bodied richness, mildness and fragrance* which just seemed to "go" with a pipe. No one else ever knew his secret until we acquired "Wellman's Method" and by its means made *"Granger Rough Cut"*

Granger Rough Cut

LIGGETT & MYERS TOBACCO CO.

BERNARD SCHWARTZ COMPANY STOCK ON SALE

A syndicate composed of Baker, Simonds & Company and H. W. Noble & Company is making a public offering of 28,000 shares of the Class A common stock of the Bernard Schwartz Cigar Corporation at $16.50 per share. The proceeds from the sale of the stock, according to announcement made by the bankers, will be used to reimburse the company for expenditures made in building a new plant and for additional working capital. Both the Class A and B stocks of the company are listed on the Detroit Stock Exchange, and application will be made to list the Class A shares on the New York Curb Market.

The company's financial statement on January 1, 1925, according to the announcement, showed current assets of $829,860, and current liabilities of $24,444, or a ratio of nearly thirty-four to one. The business was founded thirty years ago by Bernard Schwartz, and was incorporated in Delaware in 1921. The company operates chiefly in Detroit.

SOUSA BRINGS SUIT AGAINST CIGAR COMPANY

Annoyed that his "name and picture and reputation as a high class bandmaster" should be used without his permission to advertise a 15-cent cigar, Lieutenant Commander John Philip Sousa began suit on May 22 to recover $10,000 damages from the company which advertised the cigar.

Sousa contends that the unwarranted use of his name and picture in connection with the cigar propaganda was an invasion of his rights under the civil rights laws, and that friends have "made sport of him and expressed surprise that he sold his name, picture and reputation in connection with any commercial matter, especially in connection with such a low-priced cigar as those advertised."

TOBACCO CROP IN SOUTH AFRICA

The tobacco crop of 1924-25 which is now being harvested in the Union of South Africa promises to be considerably larger than the last three crops and will probably amount to 12,000,000 or 14,000,000 pounds, reports Consul General Poole, of Cape Town, to the Department of Commerce. Production from the years 1921, 1922 and 1923 amounted to 16,620,640 pounds, 9,813,460 pounds and 9,671,496 pounds respectively. These data refer to the provinces of Cape of Good Hope, Natal, Transvaal, Orange Free State and Union Native Locations, Reserves, etc.

The Turkish tobacco crop, grown in the western portion of the Cape Province, amounting to 500,000 pounds in 1924, was considerably damaged by a disease known as black vein. The crop of 1925, however, has not suffered so much from the disease and will probably amount to 750,000 pounds.

O. A. MATHEWS, WDC SALESMAN, WEDS

Oscar A. Mathews, who has been extolling the merits of "Milano" and other WDC leaders, has insured his future happiness by taking unto himself a wife.

The ceremony was held on Sunday, May 24. On May 27, Mr. Mathews and his bride, who was Miss Sadie Scheer, sailed on the "Berengaria" for London, where they will be entertained by Mr. Mathew's parents and friends. Incidentally the young couple will extend their honeymoon to include a tour of England, France and other European points of interest—after which they will return to "God's country"—and Oscar will again settle down to the serious business of making the lives of other men happier by spreading the "Milano" gospel.

UNITED STATES LEADS IN THE TOBACCO MARKET OF HAITI

The United States and the adjacent Dominican Republic are the chief sources of supply to the relatively large tobacco market in Haiti, according to report to the Department of Commerce by Consul Scott, Cape Haitien. Tobacco is grown in Haiti only on a small scale.

Recently a company owning a large plantation in the vicinity of Cape Haitien has been experimenting with tobacco as a secondary crop and by the use of advanced and scientific methods have succeeded in producing a very fair grade. So far about 100 acres of this company's land have been planted to tobacco and the entire crop sold in Port au Prince.

Detailed information is not available for 1924 from the import statistics of Haiti, but export statistics of the United States show that this country exported to Haiti in 1924 1,549,423 pounds of leaf, 15,483,000 cigarettes, 4000 cigars, 1342 pounds of plug tobacco, and 3277 pounds of smoking tobacco.

The report shows that out of the total Haitian importation of leaf in 1923—1,504,279 pounds—the United States supplied 1,498,855 pounds; 12,820,501 cigarettes out of the total of 14,527,552, and 6710 cigars out of the total of 223,420 imported in 1923. In the latter instance, the United States' portion of the total was negligible, being surpassed by that of Santo Domingo, Germany, Jamaica and Cuba.

The present tendency seems toward the importation of leaf tobacco on which merchants make a greater profit than on cigars or cigarettes. The limited means of the masses has given rise to the demand for tobacco in a cheap form, consequently the natives purchase the compressed leaves in small quantities from street vendors and grind them into pipe tobacco and snuff. Tobacco is never chewed in Haiti. Fully 80 per cent. is consumed in the form of snuff or pipe tobacco.

Leaf tobacco, other than that which is compressed into small packages and sold by street vendors, is made by individuals and small dealers into cheroots slightly larger than a cigarette and retailing at one cent.

Leaf tobacco is shipped to Haitian importers by commission houses and other tobacco dealers in drums weighing from 750 to 1000 pounds and in half drums averaging about 550 pounds.

In the northern portion of the district (the territory having its outlet at Port de Paix and Cape Haitien), all the leaf tobacco is of the "yellow" type. In the remainder of the district (that portion receiving its imports through the port of Gonaives), only the so-called "black" tobacco is purchased. By far the largest amount of tobacco is sold at Gonaives which is a distributing point for a large territory, even Port au Prince purchasing an appreciable amount.

No fixed rule exists regarding methods of payment but as most tobacco is imported by large firms of good credit standing they are usually offered thirty to sixty day credits. As a matter of fact, however, since the bank rate for commercial loans is 9 per cent., leading importers usually prefer to pay cash and benefit from the cash discounts of from 2 to 5 per cent.

PREFERENTIAL TARIFF AND CANADIAN TOBACCO PRODUCTION

Growers and manufacturers in southwestern Ontario predict an increased interest in the tobacco industry as a result of the preference granted Canadian grown tobacco under the Churchill Tariff now in effect in Great Britain, according to a report received by the Department of Commerce from American Consul Vance.

The Canadian Tobacco Growers Co-operative Company in Kingsville have issued a statement that 2,000,000 pounds of Canadian grown tobacco will be exported to Great Britain this year. Considering the fact that Canada exported 1,810,328 pounds to Great Britain during the eleven months from April, 1924, to February, 1925, it is not unreasonable to suppose that this prediction will be made good. In addition to the quantities sent to Great Britain for the same period, about 795,000 pounds were exported to Germany and 326,000 pounds to Denmark.

Under the old tariff all raw leaf tobacco entering Great Britain was subjected to a duty of $1.98 per pound, and tobacco produced in any of the British Colonies was admitted for thirty-three cents a pound less, or at a preference of one-sixth of the usual tariff. Under the Churchill Tariff the preference has been increased to one-quarter or forty-nine and one-half cents per pound.

While the tobacco industry in Canada has been marked by a wonderful growth during the last twenty-five years and while greater development is possible, expansion of the industry is subject to climatic limitations that even the preferential tariff of the mother country cannot remove. The plant can be grown in only a limited area of the country, the hazard of early frosts is far greater than in the United States, and the effect of a short growing and curing season unquestionably shows up in the quality of the tobacco.

A further treatise of Canadian possibilities as a tobacco producer may be found in *Commerce Reports* issue of April 27.

DO YOU KNOW?

That 21,000,000 letters went to the Dead Letter Office last year?
That 803,000 parcels did likewise?
That 100,000 letters go into the mail yearly in perfectly blank envelopes?
That $55,000 in cash is removed annually from misdirected envelopes?
That $12,000 in postage stamps is found in similar fashion?
That $3,000,000 in checks, drafts and money orders never reach intended owners?
That Uncle Sam collects $92,000 a year in postage for the return of mail sent to the Dead Letter Office?
That it costs Uncle Sam $1,740,000 yearly to look up addresses on misdirected mail?
That 200,000,000 letters are given this service, and—
That it costs in one city alone $500 daily?

And Do You Know?

That this vast sum could be saved and the Dead Letter Office abolished if each piece of mail carried a return address, and if each parcel were wrapped in stout paper and tied with strong cord?

MORAL: Every man knows his own address if not that of his correspondent. Put it in the upper left-hand corner!

It Stimulates Good Sellers . . .

. . . And Revives Slow Ones

THE MANUFACTURERS WHO HAVE TRIED PORTO RICAN TOBACCO, HAVE YEAR AFTER YEAR BOUGHT IN INCREASING QUANTITIES

BEHIND that true statement is the story of the growth of a new factor in cigar manufacturing in the United States.

Not only have those manufacturers who have tried Porto Rican tobacco used more, but they also have sold more. Pick out the five or six leading cigar manufacturers of the country and you find that most of them use Porto Rican tobacco.

It has stimulated the sale of leading brands and revived the sale of stagnant ones.

To protect buyers of Porto Rican tobacco the Government requires the affixing of a Government Guarantee Stamp to every box of cigars and every bale or barrel of tobacco leaving Porto Rico. Look for these stamps.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY

L. A. CAPESTANY, *Agent* 136 WATER STREET, NEW YORK

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO
MANUFACTURERS OF
HIGH GRADE CIGAR BOXES
CEDAR, SAW AND PLANING MILLS
LABELS & RIBBONS, CIGAR MAKERS SUPPLIES
TEL. 4270 LEXINGTON ESTABLISHED 1875.
657-641 EAST 17 2 ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO.,
Third and Lock Streets, Cincinnati, Ohio.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars $2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

INMAN SQUARE:—44,202. For cigars. May 12, 1925. H. Ulin, Cambridge, Mass.

1776-1926:—44,205. For cigars. May 14, 1925. Bobrow Bros., Inc., Philadelphia, Pa.

MA-CHA-DO:—44,206. For cigars. May 13, 1925. West End Cigar Co., Red Lion, Pa.

BUHL BUILDING:—44,207. For cigars, cigarettes and tobacco. May 14, 1925. A. H. Manheim, Detroit, Mich.

LITTLE TRAVIS:—44,209. For all tobacco products. May 18, 1925. Finck Cigar Factory, San Antonio, Texas.

ALFORIO:—44,210. For all tobacco products. May 20, 1925. Moehle Litho. Co., Inc., Brooklyn, N. Y.

MILDERETTA:—44,218. For all tobacco products. May 20, 1925. The City Cigar Co., Baltimore, Md.

FLOR DE BALLIN:—44,220. For all tobacco products. May 6, 1925. Ballin Mayers, New York, N. Y.

QUEEN OF NEW ROCHELLE:—44,221. For cigars. May 15, 1925. Joseph S. Adamo, New York, N. Y.

INDIA HOUSE:—44,224. For cigars, cigarettes and smoking tobacco. May 20, 1925. Roig & Langsdorf, Inc., Philadelphia, Pa.

EAST INDIA HOUSE:—44,225. For cigars, cigarettes and smoking tobacco. May 23, 1925. Roig & Langsdorf, Inc., Philadelphia, Pa.

HAMPTON BAY:—44,226. For smoking tobacco. May 16, 1925. H. G. Perry, New York, N. Y.

TAMPA A A A:—44,227. For cigars. April 13, 1925. Alfredo Aguiar Alvarez, Tampa, Fla.

FIT FOR THE PRESIDENT:—44,228. For cigars. May 25, 1925. National Cigar Co., Milwaukee, Wis.

A. Y. P. HIGHWAY:—44,229. For cigars, cigarettes and tobacco. May 25, 1925. J. H. Roberts, Rapid City, S. D.

ATLANTIC, YELLOWSTONE & PACIFIC HIGHWAY:—44,230. For cigars, cigarettes and tobacco. May 25, 1925. J. H. Roberts, Rapid City, S. D.

TRANSFERS

ELMICO:—39,771 (Tobacco Merchants Association). For cigars, cigarettes, cheroots and tobacco. Registered June 9, 1916, by American Litho. Co., New York, N. Y. Transferred to Bornfreund & Weinberg, New York, N. Y., September 20, 1922, and in turn acquired by Herman Bornfreund, New York, N. Y., as successor.

GARMENT CENTRE SPECIALS:—43,979 (Tobacco Merchants Association). For all tobacco products. November 10, 1924, by Moehle Litho. Co., Inc., Brooklyn, N. Y. Transferred to Herman Bornfreund, New York, N. Y., November 11, 1924.

JOYA DEL GARCIA:—40,701 (Tobacco Merchants Association). For all tobacco products. Registered June 20, 1918, by American Litho. Co., New York, N. Y. Transferred to Bornfreund & Weinberg, New York, N. Y., November 18, 1919, and in turn acquired by Herman Bornfreund, New York, N. Y., as successor.

S. PALO 'Y CA:—29,406 (Tobacco World). For cigars, cigarettes and cheroots. Registered November 12, 1913, by Simon Batt & Co., New York, N. Y. Transferred to D. Emil Klein Co., Inc., New York, N. Y., April 20, 1923, and re-transferred to Kingston Cigar Co., Kingston, N. Y., May 19, 1925.

BOSTON BRAVES:—30,890 (Tobacco World). For cigars. Registered April 28, 1915, by J. W. Strieder Co., Boston, Mass. Transferred to Bostonia Cigar Co., Boston, Mass., May 13, 1925.

LIBERTY OAK:—25,711 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 24, 1913, by Wm. Steiner Sons & Co., New York, N. Y. Transferred to The Central Cigar Mfg. Co., New York, N. Y., January 15, 1920, and re-transferred to Andrew Huger, Michael J. McCarthy and William J. Slevin, New York, N. Y., May 15, 1925.

LA FLOR DE PORTUGUESE:—76A (Association). For cigars. Registered December 28, 1882, by Lichtenstein Bros. & Co., New York, N. Y. Through mesne transfers acquired by the New Orleans Cigar Box Co., New Orleans, La., and re-transferred to E. L. Golden, Gettysburg, Pa., May 7, 1925.

PLANEVIEW:—43,345 (Tobacco Merchants Association). For cigars. Registered July 3, 1923, by P. A. Gerke & Co., Winter Haven, Fla. Transferred to Sanitary Cigar Factory, Inc., Winter Haven, Fla., May 22, 1924.

LAKE REGION:—43,427 (Tobacco Merchants Association). For cigars. Registered June 25, 1923, by P. A. Gerke & Co., Winter Haven, Fla. Transferred to Sanitary Cigar Factory, Inc., Winter Haven, Fla., May 22, 1924.

CORRECTED PUBLICATION

FLORIDA CRACKER:—44,203. For cigars. Registered April 22, 1925, by the Lake Wales Wholesale Grocery Co., Tampa, Fla.

CLASS B CIGARS ONLY SHOW DECLINE IN APRIL

Cigar production figures for the month of April, 1925, show an increase in all classes, with the exception of Class B, over the corresponding month last year. However, the loss on Class B offsets the gain in all the other classes, and the total production of cigars for the month shows a net decrease of almost 8,000,000, while cigarettes show a gain of over 700,000,000.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

Try to visualize a million. . . . During a World Series game it seems as if all the world must have crowded into the stands, yet, only sixty or seventy thousand are there . . . and what is such paltry number in comparison with a million?

Try to visualize a million. . . . A chain of a million cigars would stretch out across the country for nearly eighty miles.

Try to visualize a million . . . it staggers the imagination!

Easy for you to carry a day's supply—no danger of running. . . . lining preserves the special foil waste, and. . . . breaking, no fresh and. . . . fine condition, package is. . . . buying by the White Owl. . . . nse way—say

No cigar. . . . d the remarkable popula. . . . only the most extraordina. . . . ibly make so phenomenal. . . . part of the country.

Easy to ca. . . . lining keeps the cigars in. . . . n, fine and fresh—they c. . . . —no waste. A million a. . . . ever before attained the re. . . . y of White Owl—only th. . . . ary value could possibly. . . . nal a demand in every. . . .

The special. . . . them in excellent condi. . . . ne—they don't dry or bre. . . . ste.

Today, buy o. . . . s. Just one will convince. . . . h better than carrying lo. . . . pocket. A million a day. . . . before attained the rema. . . . White Owl—*the cigar wi*. . . . Only the most extraord. . . . ibly make so part of the country.

A cigar of such p. . . . very of ten years ago. ordinary cigar *value* this truly remarkal. . . .

Buy the new ha. . . . med made for the conv. . . . smokers. No dange. . . . your favorite smoke. . . . package in your pock. . . . keeps the cigars in. . . . don't dry or break—th. . . . *your White Owls this c*. . . .

White Owl distribut. . . . Frequent automobile d. . . . retailers insures fresh, f. . . .

Try to visualize a. . . . almost impossible; and. . . . day," that is too great. . . . mind to grasp. . . . it. . . . mean more than all o. . . . which have ever been ma. . . . population of the entir. . . . sphere.

Greater value because o. . . . is true of cigars just as it i. . . .

It is undeniably true th. . . . value can be given for the. . . . money by a manufacture. . . . products in any such stupe. . . . a million a day.

Try to visualize a million. . . . picture hundreds—or even. . . . a million is almost too great. . . .

Try to visualize a million. . . . are only a score of cities in. . . . that number a million or mo. . . .

Try to visualize a million. . . . does not record any instan. . . . million people were gathered. . . . sight . . . no amphitheatre is. . . . to hold such a number.

Try to visualize a million. . . . to capacity the Yale Bowl holds. . . . —less than a tenth of a million.

Never a danger of running sh. . . . favorite cigars with a handy pack. . . . pocket—the special foil lining kee. . . . excellent condition, almost the. . . . though they were in a humidor. . . . They don't get dry and break. . . . fresh and as full-flavored as when. . . . the factory—it is the common sens. . . . buy your cigars.

So popular have White Owls bec. . . . we have to make more than a millio. . . . to meet the demand for them—more. . . . million!

Three thousand growers of tobacco con. . . . tribute their leaf to us that we may meet the. . . . daily demand of American smokers for this. . . . *truly remarkable cigar*—the greatest value, by long odds, you can buy.

Try to visualize a million. . . . History does not record any instance when one million people were gathered within eyesight . . . no amphitheatre is large enough to hold such a number.

Try to visualize a million. . . . Crowded to capacity the Yale Bowl holds only 85,000 —less than a tenth of a million.

Try to visualize a million. . . . a World Series. . . .

Try to visualize a million. . . . We can picture hundreds—or even thousands—but a million is almost too great to imagine.

Try to visualize a million. . . . There are only a score of cities in all the world that number a million or more inhabitants.

Try to visualize a million. . . . it is almost impossible; and as for "a million a day," that is too great a number for the mind to grasp. . . . in a year it would mean more than all of the automobiles which have ever been made; more than the population of the entire Western Hemisphere.

Greater value because of huge production is true of cigars just as it is of automobiles.

It is undeniably true that much greater value can be given for the same amount of money by a manufacturer who sells his products in any such stupendous number as a million a day.

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a million a day

YOU cannot force men to smoke any certain kind of cigars. They choose by *preference*.

If White Owl were not the most *remarkable* VALUE in the market, "a million a day" would not continue, year after year.

On the other hand, if the demand were not so tremendous, White Owl value could not be what it is—for it is only through great *volume* that our tiny profit per cigar reaches reasonable proportions.

2 for 15¢

Package of 10 for 75¢

White Owl

A GENERAL CIGAR CO. NATIONAL BRAND

After all nothing satisfies like a good cigar

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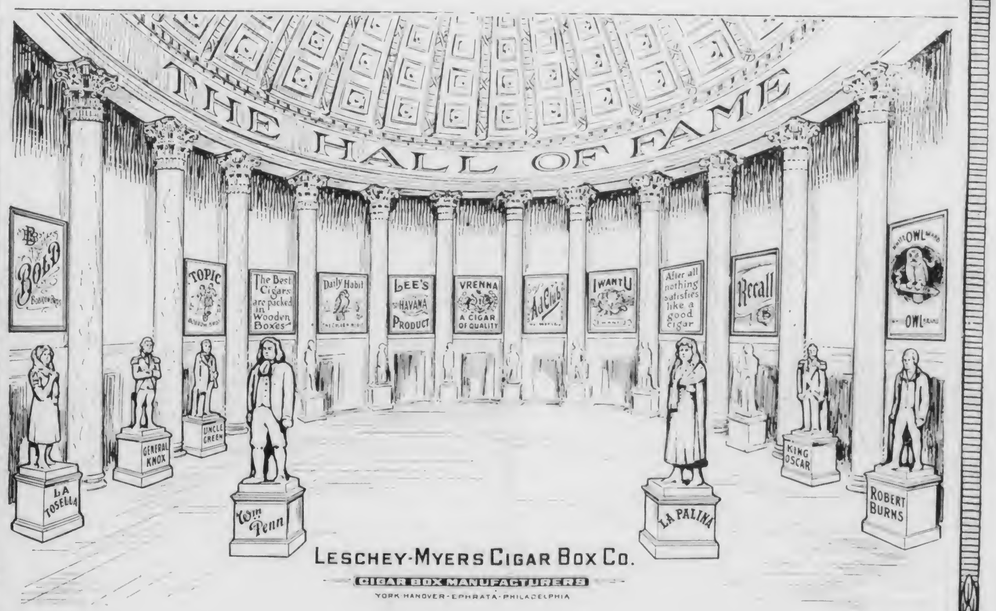
VOLUME 45 No. 12

THE TOBACCO WORLD

After all nothing satisfies like a good cigar



LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK HANOVER · EPHRATA · PHILADELPHIA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Cigars in Wooden Boxes Are Easily Displayed in Window or Case

IT takes but little time and trouble for the busy dealer to make an attractive, eye-catching display of cigars in wooden boxes.

The natural wood finish of the boxes harmonizes with various surroundings. The beautiful printing, always possible on wood, attracts attention and embellishes the display. The flat-sided boxes stay put always in windows and on counters.

These Six Reasons Tell Why Wooden Cigar Boxes Excel

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes

MURIEL

The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

FRESH

BIGGER

BETTER

LA PALINA CIGAR

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.

WINDSOR After all nothing satisfies like a good cigar PENNA.

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

Wolverine CIGAR MACHINES

BUNCH BREAKERS
CIGAR PACKERS
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ROUND CAN PACKERS

PULTE-KORRECK MACHINE CO.

231 233 IONIA AVE. N.W.
GRAND RAPIDS MICH

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"

OPTIMO CIGARS
VERY MILD VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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OF UNITED STATES

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

STRIPPING MACHINES WANTED

WE CAN USE A NUMBER OF SECOND-HAND UNIVERSAL STRIPPING MACHINES NUMBERED ABOVE 1765 AT $100 EACH.

IF INTERESTED LET US KNOW HOW MANY YOU HAVE FOR SALE AND THE NUMBER OF EACH MACHINE. ADDRESS BOX 483, "The TOBACCO WORLD."

SUPERINTENDENT WANTED FOR CIGAR FACTORY IN Key West, Fla., producing 100,000 cigars per day. State age, experience and salary expected. Address Box 484, "The Tobacco World."

LADY PACKER FOREMAN WANTED FOR FLORIDA factory. Must be able to band, pack, foil and teach. State age, experience and salary expected. Address Box 485, "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 45 JUNE 15, 1925 No. 12

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY

May we introduce

Herbert Tareyton

to those who have not already had the pleasure

Tareytons are a quarter again

"There's Something about them you'll like

Volume 45

THE TOBACCO WORLD

Number 12

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JUNE 15, 1925 Foreign $3.50

EDITORIAL COMMENT

AT THE recent Convention of the Tobacco Merchants Association the trade papers were accused of contributing to the lack of enthusiasm in the cigar industry because they printed the monthly statistics issued by the Internal Revenue Bureau and commented on them in a more or less gloomy fashion.

We are frank in admitting our guilt. We are amazed at the accusation.

Are we to presume that the cigar industry wishes to enter upon a campaign of self-deception? Is it a fact that we no longer want to know the truth about the business conditions in our industry? Is the trade about to bury its head in the sand like the ostrich and feel secure in the belief that no one else knows about it?

The trade papers reach only the tobacco industry and its allied branches. The monthly figures of production are issued not only to trade papers but are available to the newspapers. The trade papers do not reach the smoker. The commercial sections of the country's great daily newspapers which do reach the smoker, publish these statistics regularly.

Personally, and we may be alone in our belief, we want to know what our industry is doing. Any man with a dollar invested in the industry is entitled to that same information, be he manufacturer, jobber, or retailer. If he doesn't want to know, there is something radically wrong.

If all our competitors are making progress, and we are losing ground, we want to know it. Something is wrong and it needs attention. If we are losing ground and our competitors are doing likewise we are not so much alarmed.

Concealing the facts from the industry is an artificial method of meeting a situation, and it is highly detrimental to the best interests of the trade. It will not defeat a real economic condition.

We ourselves do not want to shut our eyes to real conditions, whether good or bad. If we do not have the capital to maintain the struggle for what business is available, then we want to take what capital we have left and put it in a more secure place.

We don't believe that any industry is composed exclusively of philanthropists, and we certainly think that any sane business man wants to know what is going on in the industry in which his capital is invested, and he wants the news whether it is good or bad. There is no individual business in any industry today so comfortably established that it does not need to know what the balance of that industry is doing.

Daily statistics are furnished on steel, pig iron, and fifty other commodities, regardless of whether the figures are encouraging or discouraging.

The general public is entitled to this information, and as stockholders vitally interested in such statistics.

And we can hardly agree with those who hold that the manufacturer, jobber and retailer of merchandise should have such information withheld.

The monthly Internal Revenue figures of sales of cigar stamps represent to us the same thing as a bank balance. It tells us where we stand. It tells the cigar industry just what real conditions are.

Is any real purpose served by concealing the facts? The undertaker is waiting just around the corner for all of us. Are we able to defeat the inevitable by putting a sign on the door, "Not In"? Are we going to make the cigar business prosper by refusing to accept the real facts, be they encouraging or discouraging?

We do not believe that the majority of shrewd business men in the various branches of the tobacco industry want the publication of the Government statistics withheld.

WE ARE mildly interested in the growing use of boite nature boxes for Class A and Class B cigars. We learn also, that this packing seems to be popular with the smoker. In the matter of Class A cigars that we have smoked from such containers they are of the panatella shape and considering the price, of excellent quality. We always have believed that small cigars of good quality and sold at moderate prices, would contribute materially to the upbuilding of the cigar production.

The boite nature package is fit to grace the library of any home and we think it has a sales value that cannot be denied. The important thing for the manufacturer is to put value-giving cigars in such containers.

While the boite nature package costs more than the ordinary wooden cigar box and is manufactured differently, we hold the belief that it will do more to help the cigar industry than any "fad" substitute container.

The fact that Class A and Class B cigars are on the market today in boite nature indicates that it can be done profitably. The cigars we have smoked from these containers have been of smaller size and shape than ordinarily, but what is lacking in size is made up in quality.

It is a proposition well worth looking into, and with the approach of what is sure to be a busy season it is none too soon to make plans for securing your supply, if you intend to give the boite nature package a trial.

TOBACCO OUTPUT OF YUGOSLAVIA

According to official statistics of Yugoslavia, the output of tobacco is increasing in that country. The tobacco output in the last few years amounted in 1920 to 18,143,000, in 1921 to 23,976,000, in 1922 to 20,076,000, in 1923 to 36,286,000 and in 1924 to 59,524,000 pounds.

The unsettled state of political and economic affairs was shown by the fact that Yugoslavia imported tobacco in 1919, 1920, 1921 and 1922 to the amount of 200,000,000 dinars, and it was only in 1923 that the country began to export tobacco. In that year tobacco was exported to Czecho-Slovakia and Poland to the amount of 219,000,000 dinars. A very good harvest is expected this year.

The Minister of Finance, Dr. M. Stoyadinovitch, speaking in the Belgrade Parliament, said that the State Monopoly and the Minister of Finance have to work in close co-operation to bring about the planting of tobacco only in places where favorable climatic conditions prevail, using the best seeds, and giving financial aid to the producers and thus bring on the market a superior quality of tobacco.

RESOLUTION ON "DAD'S DAY"

Whereas, The Tobacco Salesman's Association has adopted June 21st as "Dad's Day" and

Whereas, This seems to be a forward movement for the stimulation of the cigar and leaf tobacco industries from which no harm and possibly much good may come therefore be it

Resolved, That the National Cigar Leaf Tobacco Association in convention assembled endorse this movement and encourage its members to co-operate and assist, and be it further

UNIVERSAL STRIPPING MACHINES WANTED

A subscriber has inserted an advertisement in the current issue of THE TOBACCO WORLD inquiring for second-hand Universal Stripping Machines numbered above 1765. Here is an opportunity for cigar manufacturers possessing any idle equipment of this character to turn it into cash. Interested parties should address Box 483, c/o TOBACCO WORLD, 236 Chestnut Street, Philadelphia, Pa.

JEROME WALLER NEW PRESIDENT OF N. C. L. T. A.

The annual convention of the National Cigar Leaf Tobacco Association was held at the Ambassador Hotel, Atlantic City, on June 1 and 2; several resolutions were adopted that should be of benefit to the cigar and cigar leaf industry. Probaly the first in importance was one endorsing a co-operative advertising campaign to increase the consumption of cigars, and pledging the support of the association to such a campaign.

Another resolution urged the Philippine Government to adopt the same rate of duty on cigar wrapper leaf as prevails in the United States, *viz.*, $2.10. It was explained that the present rate in the Philippines is $1.85 thus giving the Philippine cigar manufacturer an advantage of fifty cents per thousand cigars. In the event that the Philippine Government refused to do this, the United States is urged to adopt a countervailing duty of fifty cents per thousand cigars.

Other resolutions were as follows:

Protesting the repeal of the statute forbidding the importation of Cuban cigars in quantities of less than 3000.

Favoring the establishment of free zones in the vicinity of several ports on the Atlantic and Pacific seaboards.

Urging a continuation of the effort to have a cigar leaf expert appointed to travel in foreign countries to investigate foreign markets and sources of supply.

Urging a continuation of the efforts of the Department of Agriculture to standardize cigar leaf tobacco.

Advocating more liberal appropriations for the support of the Bureau of Plant Industry.

Protesting burdensome increases in the parcel post rates.

Endorsing price protection legislation.

Endorsing the placing of proper limitations on the granting of free storage and insurance by its members.

Endorsing the observance of Father's Day.

Appealing for reduction of the internal revenue tax on cigars.

The convention also voted to admit cigar manufacturers to full membership in the association upon the same basis as leaf tobacco merchants. This is undoubtedly a step in the right direction and will strengthen the National Cigar Leaf Tobacco Association substantially in the co-operation it will receive from cigar manufacturers.

The meeting was well attended and a delightful banquet was held on Monday evening.

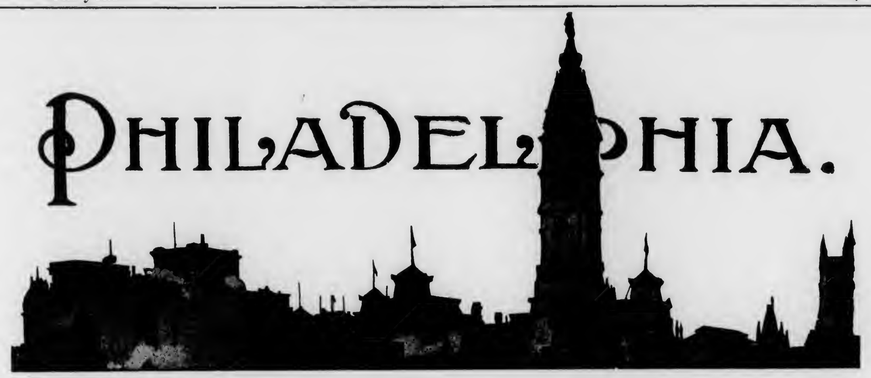
The new officers elected for the ensuing year are: Jerome Waller, president; Gordon Stewart, of Hartford, vice-president; W. S. Fuller, of Hartford, treasurer (re-elected), and Charles W. Duignan, of New York, secretary.

The following were elected as directors for the ensuing year: Milton J. Samuels, H. J. Curtis, C. E. Long, Leroy H. Nolt, George Berger and Philip Hammerslough.

The next convention will be held in Hartford, Conn., on the first Monday and Tuesday in June, 1926.

Sam Bayuk and Harvey L. Hirst, of Bayuk Cigars, Incorporated, are enjoying a vacation at Virginia Beach, Va.

PHILADELPHIA.



HEAT BOOSTED SALES OF SIDE LINE

The terrific heat during the first week of June put a damper on the spirits of the retail cigar merchants, unless they happened to have a soda fountain in their store, and in that case they more than made up in the sales of cooling drinks and ice cream for their loss on cigars and cigarettes. Many of them were entirely sold out of ice cream and soft drinks before closing time each day and it was impossible to get further deliveries until the following day.

"MARSHALL FIELD" STILL GOING STRONG

Howard F. Pent, president of the Coraza Cigar Company, Seventh and Cherry Streets, has just returned from a five weeks' trip through the Middle West in the interest of his brand "Marshall Field." Mr. Pent returned highly satisfied with the progress his brand is making in this territory and reported that two men had been added to the sales force in Chicago to take care of the popular demand for "Marshall Field."

MEETING OF EISEMAN CREDITORS

All creditors of the Eiseman Cigar Company have been notified by Referee Walter C. Douglas that a meeting will be held on Tuesday, June 16, at 11.30 A. M. at 1015 Chestnut Street, to audit the first and final account of the business. The account shows a balance of $4807 and the creditors will be asked to pass on this and other accounts for commissions, fees and allowances.

J. W. BOSCH STARTS BUSINESS

Joseph W. Bosch, who has been associated with Wolf & Lavenson for the past seven years as creator and production manager of lithographed window displays, has severed his connection with that company and established his own organization, with headquarters at 2317 Walnut Street.

JAKE PALEY IN MIDDLE WEST

Jacob Paley, of the Congress Cigar Company, is visiting distributors of the "La Palina" in the Middle West.

Sam Paley sailed last Thursday for Porto Rico, where he will join Robert and Charles Gans and look over the leaf situation in that country.

CHICK MORRIS TO BOOST "OPTIMO"

Chick Morris, well-known cigar salesman, has been selected by A. Santaella, of A. Santaella & Company, Tampa, manufacturers of the "Optimo" cigar, to assist Abe Caro in the promotion of "Optimo" cigars in Philadelphia.

"KING PERFECTO" IN GOOD DEMAND

The "King Perfecto" manufactured by the Louis King Cigar Company, at 9 Bank Street, is enjoying a good demand in the New England States. A. N. Davis, manager of the Philadelphia factory, attended the convention of the National Cigar Leaf Tobacco Association in Atlantic City on June 1st and 2d.

ADOLF LOEB SAILS FOR EUROPE

Adolf Loeb, of K. Straus & Company, sailed last week for Europe, where he will remain during the summer months. While there he expects to purchase some choice Sumatra and Java tobacco for his firm.

REPUBLIC CIGAR COMPANY ASSETS SOLD

The assets of the Republic Cigar Company, an amalgamation of the W. K. Gresh & Sons business, has been purchased by Frank W. Breiner and several of his associates. Plans for the reorganization of the company and the manufacture of cigars in the building at Norristown will be announced in the near future.

The purchaser's offer for the assets of the company is understood to be $45,000 and to assume responsibility for the mortgages, interest and taxes, which amount to about $175,000 additional.

Herbert Holzman, of Strouse & Holzman, and M. A. Andre, leaf tobacco brokers of New York City, were visitors in Philadelphia during the past week.

I. Jacoby, of Meyer & Mendelsohn, and Steve Friend, of Friend & Company, visited the trade in Philadelphia during the past week.

Paul Brogan, president of Dusel, Goodloe & Company, cigar distributors of North Seventh Street, was a visitor in New York City last week.

A. A. Gumpert, of Gumpert Brothers, was a visitor to Buffalo during the past week.

RICH REWARD FOR RETAIL ADVERTISERS

Bethlehem, Pa.

"A rich reward in sales and profits awaits the retail advertiser who will make a careful study of the reasons why his customers buy the merchandise of their preference," asserted Carl L. Gibson, of the Standard Corporation, New York City, at the Second District Advertising Convention, here.

Those who sell things—and he said we are all selling something all of the time—have open to them two roads. One, an appeal to cold, analytical logic, is always difficult and uncertain. The other, an appeal to the emotions, will make a hundred sales where the appeal to logic will make one.

Advertising, he said, must do more than to argue. It must stir latent human emotions, and he said the retail advertiser has, in the being of his daily newspaper, a wonderful medium for this purpose, for the newspaper is available to his uses day after day, week in and week out. If his advertising be done with skill, he can build impressions in the minds of his audience every day, gradually molding public opinion in favor of his merchandise and his store policies. The retailer should not have in mind, always, the sales he will make today, but the impression he will make today, against his hope of selling goods some other day.

Mr. Gibson doubted that some retail advertisers appreciate how keen is the competition of the news columns of the papers for the attention of the reader. The editors of the newspapers, he said, study what the public wants, and attempt to give them that. The advertisement must be interesting, must appeal to the reader, or the reader will prefer the general news, the cross-word puzzle, the editorials, the comics or other editorial features of the paper, and the man who is paying for the advertising space will lose a part of the money he has invested.

He believed too much stress is laid on price in most retail advertising, and he reminded his audience that if a merchant depends altogether on the price appeal, he will lose his business just the moment some competitor is willing to cut prices a little lower and take a loss. Appeal based upon style, quality, the usefulness of the merchandise, etc., he showed, builds for better permanency.

TURKEY ADOPTS BANDEROLE SYSTEM FOR TOBACCO

On March 23 the Grand National Assembly of Turkey passed a law adopting the banderole system for manufactured tobacco products. While the law as passed does not fix the time at which the system becomes effective, the date will probably be March 1. The new system will replace the present Government monopoly and will permit the free manufacture of cigarettes and other tobacco products.

In view of future business, American machinery companies are already forming contacts with cigarette manufacturers who will probably be interested in Constantinople as soon as the banderole system is put into operation.

The present tobacco monopoly in Turkey was controlled by a French company prior to March 1, 1925. When the contract with the French company was canceled, measures were adopted toward making the monopoly thoroughly Turkish. Hence, until the banderole system becomes effective, the manufacture and sale of tobacco in Turkey is strictly a Government monopoly, and it is generally believed that the Minister of Finance will soon announce regulations governing the manufacture of cigarettes and other tobacco products.

York County News

June 15, 1925.

THE regular monthly meeting of the York County Cigar Manufacturers' Association was held on Monday evening, June 8, at Red Lion, Pa.

A Budget Committee, recently appointed by the president to ascertain the best suggestions for a plan for the creation of an advertising budget, and the means of sustaining it, presented a plan whereby each member of the association would be assessed a certain amount on each case of ten thousand cigars shipped, the proceeds being sufficient for the extension of the present advertising program, and the enlargement of same, as well as to take care of any expense incurred by an exhibit at the Tobacco Show.

This subject brought forth a great deal of discussion, and some members took the stand that the present advertising program should be continued, but that the members should not be assessed, but the association should bear the burden as at present, and any extra expenditures for advertising should be made by the individual members for the exploiting of their individual brands.

The discussion covered many sides of the subject, and while many interesting points were brought forth, no definite action was taken on the subject.

Among the members present were Daniel Spangler, Arthur McGuigan, C. M. Ehehalt, A. Scott Frey, L. M. Sentz, W. H. Snyder, Harry Fishel, I. H. Rojahn, W. J. Neff, David A. Horn, W. C. Frutiger, Ellis P. Strickler, T. C. Miller, T. E. Brooks, S. F. LaMotte, N. E. Downs, James W. Kelly, Pius Wolf, Arthur H. Thompson, David E. Wolf, J. C. Winter, Arthur S. Ziegler, Roy Snyder, Sterling S. Knisely, C. W. Horn, Vernon D. Frey, Earl Rost, W. H. Toomey, T. L. Adair, B. S. Sentz, W. H. Myers and D. Curvin Kaltreider.

Chief Burgess of Red Lion, Pa., H. L. Haines, was elected president of the Red Lion Lions Club at their semi-monthly luncheon held on Tuesday, June 9, at the Wallick House.

Other officers elected were: First Vice-President (tie vote), C. S. LaNotte and Vernon D. Frey; Second Vice-President, Howard W. Sheeler; Third Vice-President, G. Andrew Strobeck; Secretary-Treasurer, N. Neiman Craley; Tail Twister, Walter J. Rothensies; Lion Tamer, Curtis P. Stabley; Directors, T. Edward Brooks, James B. Sechrist, Vernon D. Frey, Arthur S. Ziegler and Dr. David R. Detweiler.

This meeting was in charge of the winning "Buffalo" side of a recent membership contest.

N. Neiman Craley, captain of that side, had three of the losing side, Walter J. Rothensies, captain; Arthur S. Ziegler and C. Sherman Leber make addresses after which they were each presented with medals appropriate to the occasion.

The losing side will have charge of the next meeting.

J. R.

MARKET FOR AMERICAN TOBACCO IN HAITI

Consul Winthrop R. Scott, Cape Haitien

The extensive use of tobacco by the native population accounts for the relatively large market in Haiti. The United States and the adjacent Dominican Republic are the chief sources of supply, although tobacco is grown locally on a small scale. Recently a company owning a large plantation in the vicinity of Cape Haitien has been experimenting with tobacco as a secondary crop, and by the use of advanced and scientific methods has succeeded in producing a very fair grade. About 100 acres of this company's land have been planted to tobacco and the entire crop has been sold in Port au Prince.

Demand Chiefly for Leaf Tobacco

The present tendency seems toward the importation of leaf tobacco, on which merchants make a greater profit than on cigars or cigarettes. The limited means of the masses have given rise to the demand for tobacco in a cheap form, consequently the natives purchase the compressed leaves in small quantities from street venders and grind them into pipe tobacco and snuff. Tobacco is never chewed in Haiti. Fully 80 per cent. is consumed in the form of snuff or pipe tobacco.

Leaf tobacco, other than that which is compressed into small packages and sold by street venders, is made by individuals and small dealers into cheroots slightly larger than a cigarette. These cheroots are retailed at one cent each.

Leaf tobacco is shipped to Haitian importers by New York commission houses in drums weighing from 750 to 1000 pounds and in half drums averaging about 550 pounds.

In the northern portion of the district (the territory having its outlet at Port de Paix and Cape Haitien) all the leaf tobacco is of the "yellow" type. In the remainder of the district (that portion receiving its imports through the port of Gonaives) only the so-called "black" tobacco is purchased. By far the largest amount of tobacco is sold at Gonaives, which is a distributing point for a large territory, even Port au Prince purchasing an appreciable amount.

The comparatively high price obtained for tobacco is due to various factors which progressively increase its cost before it is offered for sale to the consumer. The chief factors are freight, customs charges, and depreciation due to loss of weight through drying and other causes.

Customs charges are very difficult to ascertain, being augmented by numerous surtaxes, stamp taxes, vise charges, and other fees. Precise customs information may be obtained from the Division of Foreign Tariffs of the Department of Commerce. On an ordinary shipment the total of all customs charges will average twenty-eight cents per pound.

Suggestions to American Dealers and Exporters

The following suggestions may be of use to American firms contemplating entering the Haitian market:

1. Firms having representatives traveling in Latin America would find it advantageous to have a personal canvass made of the trade in Haiti. It is believed that this is by far the most efficacious manner for a company to introduce its product in this country. The size of the market does not, however, warrant the expense of sending a representative to this district alone.

2. If the above is not practical, a good sample accompanied by a carefully worded letter, is the next best method of approach.

3. The firms which now sell the Haitian trade are well established. To obtain a share of the business it will be necessary to offer a good quality of tobacco at an attractive price.

4. It is important that tobacco sold on the basis of samples be of as high a quality as the original sample sent.

5. In writing to prospective purchasers it is desirable to offer fairly liberal terms, either in the form of a thirty- or sixty-day credit or on the basis of cash discount. The latter method is believed preferable.

6. As a general guide it may be stated that tobacco is being sold here on f. o. b. quotations of twenty-four to thirty cents a pound. One merchant recently stated that the last tobacco he purchased was at twenty-nine cents a pound, and another merchant had placed his latest order at a price of twenty-six cents.

(A list of importers of tobacco in the Cape Haitien consular district is on file in the tobacco section, also in the Division of Commercial Intelligence, and will be supplied, upon request, to members of the Exporters Index.)

SWITZERLAND ATTEMPTS TO GROW CIGARETTE TOBACCO

Due to the increased consumption of light tobacco in cigarette and pipe smoking and because the import duties prevailing in these types are very high, Switzerland is attempting to produce cigarette tobacco, reports Consul Longyear, of Geneva, to the Department of Commerce. The present native tobacco in Switzerland is a heavy, dark variety, suitable only for cigar binders and the stronger kind of cigar.

The president of the Syndicate of Tobacco Planters of Corcelles, in the Canton of Vaud, has maintained for the past fifteen years an experimental station where many kinds of tobacco have been grown. White Burley and the dark Kentucky are among the types tried out. The variety known as Amersforter has apparently shown the best results, but it is not sufficiently light for use in cigarettes and pipes. It was at first hoped that the white Burley could be made to produce sufficiently to make its cultivation worth while. The attempt, however, has not proved a success and the present plan of the experiment station is to try crossing the two grades. Three new varieties are to be grown during the course of 1925.

This development in tobacco culture has attracted the attention of cigarette manufacturers as well as the Federal Government and experiments will be made in the near future with yellow Canadian and Italian tobaccos.

CHINESE TOBACCO MAN DIES

Sat-hing Kan, who was vice-president of Nanyang Brothers Tobacco Company, died on May 27th at his newly acquired home at Hartsdale, N. Y. He came to this country last January with the intention of spending several million dollars for the annual purchase of tobacco for his company. Mr. Kan was only twenty-seven years of age but had taken an intense interest in the management of the affairs of his company and had inaugurated many improvements in the methods of production and management of their various offices throughout China.

DETROIT

Hot Weather Affects Attendance at Tobacco Table—Frank Lopez Returns from Battle Creek Much Improved in Health—Frank Hardoin Joins Johnson & Johnson—William Chittenden Appointed Manager of Book-Cadillac

Detroit, Mich., June 10, 1925.

DETROIT will entertain more than 13,000 visitors here during the month of June. Twenty-one conventions have been scheduled for this month, and this will be one of the busiest months of the year while October looms up as another heavily scheduled period. The city's popularity as a convention city continues to gain throughout the country and more than twenty organizations have been booked for next year. Visitors will be brought from all parts of the United States and Canada.

The Tuesday Tobacco Table last Tuesday was poorly attended, only about a dozen members of the trade responding to the call. The hot weather was the cause. Many of the boys were on the links or sojourning in the shade at the various resorts and lakes. Next week promises to be the banner meeting as all the boys will be coming forward for the tickets to the Drug Club outing which is on Wednesday, the 17th. So don't forget, boys, it's going to be a great day and the ones who don't attend will be sorry.

Gus Oser, the popular salesman for "Antonio y Cleopatra" cigars, has been with us for a few days working with the sales force of John T. Woodhouse & Company. The "Antonio y Cleopatra" cigar enjoys a splendid sale in Detroit and all the dealers have same well placed in best spots of their cases.

E. A. Rosemond, of "El Roi-Tan" fame, is doing some very effective work here on his brand, which has shown a decided increase during the past six months. The "El Roi-Tan" cigar enjoys a wide distribution and splendid sale here.

Frank M. Lopez, of Garcia & Vega, Tampa and New York, has returned East after a sojourn of several weeks recuperating at Battle Creek. Frank informs the writer that they set him back a neat little sum, however, he is feeling in the pink of condition and the doctors say he is as sound as a dollar. From all reports, it seems that Frank is getting in condition to take on Freddie Suss for a twenty-one round match. You know Freddie is the guy who inveigled Frank to take the trip to Canada for the Four point Four, and he lost his pocket-book in the rush for the last boat.

E. H. Briody, representing Kraus & Company, Baltimore, Md., called on the trade here last week. E. H. reports conditions as being very good with him.

Norman Schwartz, of the Bernard Schwartz Cigar Corporation, manufacturers of the famous "R. G. Dun" cigars, has returned from a business trip to New York and Philadelphia.

John L. McGuerty, representing the "Romeo y Julieta" factory, was with us a few days last week, calling on the leading retailers and clubs, in the interest of this well-known imported cigar.

A Missouri citizen, 107 years old, says he has used tobacco all his life, which is more than the cigar smoker of today will be able to say, positively, if he reaches that age.

P. A. Gardner, Jr., of the Gardner Pocket-Book Manufacturing Company, St. Louis, Mo., called on the trade here last week showing his fall line of leather novelties.

Ed Suren, who operates the cigar stand in the Owen Building on Lafayette Boulevard, has purchased the cigar stand in the Lincoln Building from W. G. Hadden, who has retired from the cigar business.

Frank Hardoin, who has been working the downtown and east side trade for Nathan Elson & Company, manufacturers and distributors of "Ben Bey" cigars, has resigned to accept a position with Johnson & Johnson, New Brunswick, N. J., and will cover the Detroit territory.

E. P. Oakes, of E. H. Gato & Company, Key West, Fla., was with us for a few days last week. This was Fred's second visit during the past month, having taken in nearby points in Ohio, he returned this way en route to the Windy City, where he will hang out for some time.

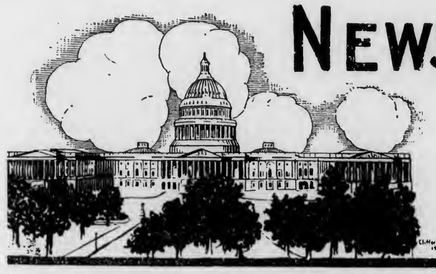
Charry Sarluy, of Herzog & Sarluy, leaf importers of New York City, called on the local manufacturers last week. Mr. Sarluy reports business as being very good on this trip and that it was one of the most successful ones he has had in years.

William J. Chittenden, Jr., formerly of the old Pontchartrain Hotel, has been appointed resident manager of the Book-Cadillac Hotel and will take up his duties within the next few weeks. Mr. Chittenden has a host of friends in Detroit who will be glad to welcome him to the old camping ground.

William McDonald, representing F. Garcia & Brothers, Tampa, Fla., was a visitor here last week. Mac reports his brand as doing very nicely in all sections of the country. His brand enjoys a big distribution here and a splendid sale.

W. D. Walker, of S. S. Pierce Company, Boston, Mass., called on the clubs and leading retailers here last week.

(Continued on Page 16)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

New Rulings on Parcel Post Shipments

PARCEL POST shipments marked "insured" but which are not insured by the postal service will not be accepted for transportation, it has been ruled by the Third Assistant Postmaster General, and postmasters throughout the country have been instructed to refuse such parcels.

Many users of the service have their parcels insured by commercial insurance companies and, while the department has no objection to this practice, the notation of the word "insured" on such parcels leads to confusion in the handling of the mails, as parcels insured by the postal service are handled separately from uninsured matter and packages insured outside of the service are not entitled to the special treatment which is given the former.

Patrons of the parcel post service will be required either to agree to pay return postage in the event of non-delivery or renounce all claim to parcels before they will be accepted for transportation, under orders just issued by the Postmaster General, to go into effect August 1, next. The purpose of the new regulation is to reduce the number of parcels requiring Dead Letter Office treatment.

Announcing the change in regulations, officials of the department pointed out that of the 800,000 parcels received at the Dead Letter Office last year fully 50 per cent. were insured or C. O. D., and of the latter 73 per cent. were finally delivered or returned to senders. This indicates, it is declared, that the Dead Letter Office is utilized simply as a place of storage in the case of some 300,000 parcels annually, while the mailer is endeavoring to induce a prospective customer to accept a package.

Under the new regulations, unless return postage is guaranteed the mailer of an undeliverable parcel renounces all claim to it and it will be immediately disposed of with other dead letter matter. It is believed that the new procedure will reduce the expenses of the postal service by more than $1000 a week.

Next Congress To Be Urged to Make Tax Reduction

Continued improvement in business conditions, which is now foreseen, is expected to result in a surplus of a half billion dollars in the Federal Treasury at the end of the fiscal year 1926, which begins July 1, with the consequence that the next session of Congress will be urged to make drastic cuts in the revenue law.

At the present time a fight is looming between the Republicans and the Democrats, which will include not only the income surtax and gift and estate taxes, but the publicity of income returns, as well. The only change in the law which now seems to be assured, however, is the elimination of the remaining "nuisance" taxes, to the repeal of which at the earliest possible moment the administration is already pledged.

The recommendations to be made to Congress by Secretary Mellon next fall will probably include a cut to about 15 per cent. in the surtax maximum. This will not be accepted without a fight by the Democrats, in which they will be aided by some of the Republican members, this group preferring a maximum rate of 20 or 25 per cent. The corporation tax, now 12½ per cent., will also come in for consideration, a plan having been worked out by the Democrats for a graduated tax.

The administration, as a result of the recent Supreme Court decision upholding the validity of the publicity provisions of the 1924 act, will sponsor a movement for repeal of those sections but it is probable that Congress will refuse to take such action and the administration will have to be content with preventing a broadening of the publicity to include all the information contained in tax returns.

Dr. Klein to Visit Foreign Offices of Department of Commerce

European offices of the Department of Commerce will be visited during the coming summer by Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, who left Washington June 10 for a thorough survey of conditions in the various European countries.

Dr. Klein will visit a number of the leading cities in England, France, Belgium, Netherlands, Denmark, Germany, Austria, Switzerland, Italy and Spain, where he will take up with representatives of the bureau questions connected with the service which the department is attempting to provide for American exporters and importers. He will return to the United States early in September.

Trade Associations May Disseminate Statistics

Trade associations may collect and disseminate statistics relating to past transactions, production, stocks and sales, under decisions of the United States Supreme Court, but attempts to use such statistics for price-fixing purposes will be fought strenuously by the Government, it is declared by Attorney General Sargent.

The Department of Justice will keep a careful watch upon trade associations suspected of misusing statistics compiled ostensibly that members may have a comprehensive view of the activities of their industry. It is held by the Attorney General that trade associations now have a clear definition of the law and should govern themselves accordingly.

(*Continued on page 14*)

Price
$850
Complete

F. O. B. Factory, Newark, N. J. Time payment terms upon request.

How to Fill the 5c Cigar Demand at a Profit

THE trend back to the nickel cigar has already been felt by many manufacturers. This growing demand has brought them face to face with the perplexing problem, "How to Produce a Nickel Cigar at a Profit."

The solution to this important problem will be found in the Universal Model L Scrap Bunch Machine.

This remarkable piece of equipment has been developed to a degree of efficiency, speed and accuracy that makes its services most necessary to cigar makers supplying the nickel cigar demand.

Price $850 complete F. O. B. Newark, N. J. Can be purchased on Time Terms with six months to complete payment. In this period this machine will pay for itself by the economies it makes possible.

Write and arrange for a demonstration.

Universal Tobacco Machine Co.
116 West 32nd Street, New York, U. S. A.

Factory: 124 Sussex Ave., Newark, N. J.

The
MODEL "L" SCRAP BUNCHING MACHINE

Solves the Problem of the Cost of Making 5c Cigars

Here's how this machine will help you solve this vital problem—

—It produces 450 to 500 bunches an hour.

—Only one operator required.

—Bunches can be made at a cost of from 75c to $1.00 a thousand.

—It makes uniform, free smoking bunches.

—It works large size scrap—up to 1½ inches long.

—Any size or shape can be made on same machine.

—Both right and left hand bunches can be made on same machine.

News from Congress

(Continued from page 12)

Interchangeable Mileage Books to be Issued at No Reduced Rate

Interchangeable mileage books, to be sold at the standard rate of passenger fare for one-way trips, have been ordered by the Interstate Commerce Commission, to be used by the larger roads beginning July 15, next. This order, concluding the second investigation of this question to be made by the commission, is termed by traveling men "a meaningless gesture," since the purchase of transportation in large quantities will save nothing but on the contrary will permit the railroad to collect payment for the entire amount in advance of its use.

The commission originally ordered the adoption of mileage books to be sold at a reduction of 20 per cent. from the face value. The roads carried the case to the courts and secured an injunction which was upheld by the United States Supreme Court. The commission thereupon instituted a second investigation.

I. C. C. Receiving Many Suggestions as to Freight Rate Reductions

Suggestions for carrying on investigations under the Hoch-Smith resolution passed at the last session of Congress are pouring in upon the Interstate Commerce Commission in response to its invitation to shippers and others to make known their views upon the present rate structure.

A study of the correspondence which has been received by the commission shows a wide variance of views both as to what the resolution itself means and as to what the commission should do in carrying out its provisions. A large number of recommendations for reduced freight rates on various commodities have been received from interested shippers, while other shippers, directly asking no reductions, definitely oppose rate reductions if their commodities are not included, and there is no doubt that any attempt to increase any rate would meet with strenuous objections.

Commercial organizations making known their views are urging that the commission proceed slowly, expressing the fear that any widespread changes in rates might result in a real business depression. It is urged that the commission keep the public fully advised at all times of the progress which is being made and that preliminary reports be issued before the final findings are made public, in order that everyone interested may be in a position to make answer and protect their rights.

INTERSTATE COMMERCE COMMISSION TO INVESTIGATE ALL PASSENGER AND FREIGHT RATES

A nation-wide investigation of passenger and freight rates, sleeping car charges, express and mail rates, telegraph and telephone tolls and all other rates subject to the Interstate Commerce Act is to be undertaken by the Interstate Commerce Commission, in compliance with the Hoch-Smith resolution adopted during the last Congress, which provides for a full readjustment of all rates which may be found prejudicial to any class of traffic or any section of the country.—Linz.

INCREASE IN PRICES OF CIGARETTES IN FRANCE

An increase in the price of cigarettes manufactured by the French Tobacco Monopoly may result in a diminished consumption which obviously would affect the quantity of tobacco purchased by the Monopoly during the current year, reports Commercial Attache Jones to the Department of Commerce. It has been estimated by French authorities that the new prices will decrease the consumption by 10 per cent. The French Government, however, is expecting this loss to be overcome by the increased revenue which will amount to 460,000,000 francs per year, and for the remainder of 1925, the increase is estimated to be about 280,000,000 francs.

The prices at which the brands of cigarettes manufactured by the French Monopoly will hereafter be sold are indicated below:

Brand.	*Price Per Packet.*		
Gauloises Maryland	Frs. 2.25	packet of 20	
Gauloises Caporal (superior)	2.	"	
Gauloises Caporal (ordinary)	1.75	"	
Elegantes Maryland	2.	"	
Elegantes Caporal (superior)	1.75	"	
Elegantes Caporal (ordinary)	1.50	"	
Tobac Maryland (Tobacco)	3.—	"	of 40 gr.
Caporal doux (mild) and	2.50	"	of 50 gr.
Scaferlati (superior)	2.50	"	of 50 gr.
Scaferlati (ordinary)*	1.50	"	of 50 gr.
Amazon Cigarettes, gold-tipped	5.	"	
Vizir Cigarettes, gold-tipped	5.	"	
Gitanes Cigarettes, gold-tipped	5.	"	
Favorites Maryland Cigarettes	3.25	"	
Sultanes Cigarettes, gold-tipped	3.	"	
Boyards Caporal (superior)	2.75	"	
Boyards Caporal (ordinary)	2.50	"	
Grenades	2.50	"	
Gitanes Maryland	2.50	"	
Elegantes Levant	2.50	"	
Amazones Maryland	2.25	"	
Grenades	2.25	"	
Gitanes Caporal (superior)	2.25	"	

*Price per kilo not yet stated.

TOBACCO PRODUCTION INCREASING IN BELGIUM

Although tobacco production in Belgium is not conducted on a large scale and has declined since the war, the area and production was increased in 1924 to exceed that of any year since 1919, reports Consul Messersmith to the Department of Commerce. At the same time the farmers have been engaged in improving the quality of the leaf produced. During the year 1924, however, continued rains were detrimental to the crop and the quality is not so good.

The following table indicates the area and production of tobacco in Belgium from 1919 to 1924.

Year.	*Acres.*	*Pounds.*
1919	17,077	35,052,258
1920	7,070	13,484,877
1921	6,899	10,190,323
1922	4,149	7,332,941
1923	4,907	9,501,626
1924	6,850	15,031,183

Telling Ten Million Cigar Smokers

-It's Ripe Tobacco!

They Want

The Saturday Evening Post—with its tremendous nation wide circulation of more than two and a quarter million a week—will carry the Bayuk message to millions of cigar smokers everywhere.

Month after month throughout the entire year the story of "It's Ripe Tobacco" will be hammered home in beautifully illustrated color pages.

The Elks Magazine, reaching another million smokers, will carry the story of "It's Ripe Tobacco."

Smokers in the smallest hamlets—smokers in the largest cities—will see this advertising and will be ready to buy Bayuk Cigars.

BAYUK CIGARS INC.
PHILADELPHIA

Will you be ready to sell them? Will Bayuks be on top of the case where the man who comes in for a paper can see them? This advertising is your advertising. Take advantage of it! Cash in on it!

HAVANA RIBBON
2 for 15c

PRINCE HAMLET
3 for 50c; 15c; 2 for 25c and 10c sizes

BAYUK PHILADELPHIA HAND MADE
10c

MAPACUBA
10c; 2 for 25c and 15c sizes

CHARLES THOMSON
5c

WE SPECIALIZE IN CEDAR WOOD PRODUCTS

Let us submit figures on your requirements of Cedar Veneer linings for tin cigar cans or boxes and cedar veneers used between layers of cigars.

Only selected cedar logs used and manufactured by skilled workmen with up-to-date equipment insuring

QUALITY SERVICE PRICE

A. H. BALLIET CORPORATION
Franklin and Warren Sts. Allentown, Penna.

VALENCHIK BUYS WEAVER BUSINESS

The old George W. Weaver business, which was moved to 243 Race Street a short time ago on account of its former building being bought by the city for the approach of the new Delaware River bridge, has been purchased by Harry L. Valenchik. The Weaver firm has been in the manufacture of chewing and smoking tobacco for a great number of years. The new management will continue the brands of "Weaver's Original Shorts" and "Our Own Cigar Clippings."

ROTHSCHILD NEW EISENLOHR DIRECTOR

Harry S. Rothschild, of New York Cty, has been elected to the board of directors of Otto Eisenlohr & Brothers, Incorporated, to fill the seat made vacant by the death of Ben R. Lichty.

MERCHANTS ARE WARNED AGAINST PRIZE PROPOSITIONS

Warning to merchants throughout the country against prize propositions offered by the "National Advertisers Syndicate," 417 South LaSalle Street, Chicago, is sounded by the National Better Business Bureau of the Associated Advertising Clubs of the World in a current bulletin.

One of the propositions of this syndicate—a radio set sold to merchants to be "drawn" by their customers—the bulletin says, contains the elements of a lottery and may come within the purview of the Federal statutes.

"For $50," the bulletin adds, "a merchant obtains a complete one-tube Crosley radio set, and 5,000 keys, a padlock, two master keys, display banners and advertising hand-bills. For each purchase of a stipulated amount of merchandise a customer is given a key. Among the keys is one that will unlock the padlock on the set. After the disposition of the entire amount the holders are invited to try their keys, the person having the key that fits the padlock being the winner.

"For $100, a three-tube set can be obtained by the merchant, together with 10,000 keys and advertising literature."

JUNE 21 WILL BE FATHER'S DAY

On account of conflict between various industries as to the celebration of Father's Day, June 21st has been decided upon, instead of June 14, as the day to be observed throughout the country by the tobacco industry. Retailers should not miss this opportunity to boost their cigar sales for this day.

Detroit News

(*Continued from Page 11*)

Eddie W. Marlin, western representative of V. Guerra, Diaz & Company, Tampa, Fla., manufacturers of the famous "La Mega" cigars, spent last week here looking over conditions. The "La Mega" cigar enjoys a fine repeat business in Detroit and is sold by the majority of the leading retailers. While here Eddie sat in at the Tobacco Table and the Conopus Club luncheon, and "La Mega" cigars were passed around to the guests.

J. M. Fleischmann, representing Villazon & Company, Tampa, Fla., called on the trade here last week, and reported business as being very satisfactory all along the route covered.

Yours truly,

Mike of Detroit

WDC EMPLOYEES OUTING

The Annual Outing and Games of the Mutual Welfare Association of the employees of William Demuth & Company was held under sunny skies at Dexter Park, Brooklyn, Saturday, June 6.

The Outing Committee consisted of the following: J. Cawley, chairman; A. Ingenito, D. McQuarrie, J. Denig, W. Thome, Miss Jacobs, Mrs. Cook.

The athletic program was in charge of A. Ingenito, chairman; J. Gleuckert, starter; Miss Jacobs, prizes; Mrs. Cook, clerk. Judges, R. Hutchinson, C. Pook, M. Sanesky and J. Denig.

The outstanding feature of the day was the baseball game between William Demuth & Company and J. & T. Cousins Shoe Company, in which the pipe manufacturers emerged victorious after a game which was replete with thrills and had the spectators on edge throughout the entire nine innings.

The score by innings is as follows:

WDC	3	0	0	0	2	1	0	1	x—7	12	3
Cousins	1	4	0	0	0	0	0	0	0—5	5	1

Batteries: WDC—Halhuber and Regnell; Cousins—Bellmore, Moose and DeLero. Umpire—Mr. Gobes.

The outstanding feature of the ball game was the playing of little Artie Gobler, the left fielder for WDC.

The events of the athletic program were hotly contested and the victors received many beautiful prizes. Following is a list of the events and the winners:

Forty-yard dash for girls—first, T. Samuels; second, A. Lee; third, G. Ubanks.

Foreman's Race—first, J. Kunkel; second, M. Sanesky; third, T. Sanesky.

Relay race for departments—first, Bit and Tube Department, Venterimigilo, Goebler, Moser, Coyne.

Egg race for ladies—first, F. Marnia; second, R. Orr; third, T. Tarantino.

Seventy-yard dash, men—first, A. Goebler; second, J. Ventraimiglia; third, S. Coyne.

Ball-throwing contest, ladies—first, H. Trasco.

Fifty-yard dash, ladies—first, H. Orr; second, D. Kissane; third, H. Trasco.

Fifty-yard dash, boys—first, L. Smith; second, J. Elders; third, F. Kissane.

THE LONDON TOBACCO EXPOSITION

The United Kindom is making strenuous efforts to encourage her Empire tobacco growers and shippers, according to a report received by the Department of Commerce from Trade Commissioner Lyon in London. Not only has the preferential tariff offered to Empire grown tobacco been increased, but the seventh International Tobacco Exhibition held at Olympia in London, from May 9th to May 16th, was in purpose an impetus to the industry.

The fair was inaugurated by addresses from important personages in present-day life in England and a very helpful degree of publicity secured at little cost. In the addresses and the official catalogue the stress placed upon the share which the Empire represents in the total tobacco trade of Great Britain seems somewhat out of proportion when it is considered that the Empire furnishes the United Kingdom with only six per cent. of the raw tobacco imported. In the exhibition itself, however, the only inter-Empire appeal which was made was that of Canada. The *exhibition* was international. The merits of American, Cuban, Italian, Turkish, Grecian, Dutch and Czecho-Slovak tobaccos were extolled. Different countries selected different aspects of the industry for emphasis. American interests were represented by a fine exhibit of cigar- and cigarette-making machinery and by a display of products handled by an important group of American exporters.

There was an elaborate display of Havana cigars together with a variety of cedar cabinets for installation in clubs and hotels. The Italian State Monopoly called attention to a dozen special brands which are represented by a sole agent for the British Isles. Dutch representation consisted of a display of cigarette-making and knife-grinding machines. The Turkish Ministry of Commerce and the Chamber of Commerce of Constantinople drew especial attention to the size of crops in different districts and to the particular qualities of the different tobaccos.

In the British display demonstrations of cigarette-making machinery drew interested crowds with practical results, one manufacturer selling eight machines in the first days of the exhibition. Hand-made cigars and cigarettes were also given much publicity. There was a strong line of pipes, however, in spite of the fact the Englishman is very fond of his pipe, the special place in the exhibition was given to cigars and cigarettes, rather than to pipe tobacco.

Receipts from customs and excise on tobacco imports and consumption in the United Kingdom during recent years compared with 1914 are shown in the following table:

	Customs	*Excise*	*Total*
1913-1914	£18,263,479	£20,178	£18,283,657
1922-1923	53,391,153	4,497	53,395,640
1923-1924	51,880,712	1,400	51,882,112

DAVIS STORE IN CINCINNATI CLOSES

The old John C. Davis cigar store, which has been in existence in Cincinnati for over a hundred years, has closed its doors.

This store served notables such as Sheridan and Sherman during the Civil War, and Mr. Davis was the organizer of the early Cincinnati baseball teams.

Mr. Davis died a short time ago and the heirs decided to close out the business.

THE CIGARETTE

Just what form smoking takes is far more important to the tobacco trade than to the public. A manufacturer who has sunk a fortune in cigarette machines can be pardoned if he sincerely hopes that the cigarette habit may be as general as it is, permanently. Fortunately for him cigarette smoking somehow or other fascinates people. The cigarette is handy, a short smoke, cheap, easy to carry and lighted in one flash of a match. And yet this ubiquitous smoke was seldom seen in England in days still within living memory. The cigarette fashion would not have grown as it has were it not that it suits busy rushing days. The things we have with us call for tobacco, "the great tranquilliser" (to use Lord Burnham's phrase), and we need it in handy form.

There is one reason why people smoke cigarettes which a correspondence in the *Morning Post* has brought to light, and that is that some people, it seems, cannot smoke a pipe. One correspondent to the journal states that the shape of the jaws prevents pipe-smoking in some cases. "With such people," he continues, "the mere holding of a thick mouthpiece firmly between the teeth induces heavy salivation, which results in their being wet smokers, and seriously interferes with the digestion. They should try using the smallest and thinnest mouthpiece they can secure, and then I am convinced that 99 per cent. of would-be pipe-smokers would soon attain their ambition."

The pipe trade in its winning of ground from entire submersion by the cigarette has proved itself capable to adapting the pipe to all needs. The small or, at all events "thin," mouthpiece recommended above has certainly come, and, as one may surmise, has come to stay. It is not every pipe user who is a hard biter. A good many smokers hold their pipes very lightly unless they are playing golf or some even more strenuous games. Then they should smoke a sports pipe, made entirely of bruyere which gives a firm hold for the teeth. But the thin mouthpiece is becoming increasingly popular and the fan-tail "lips" to some of the pipes at the exhibition may be destined to enjoy a considerable vogue. It is in the introduction of such novelties that an exhibition is of service. It helps the tobacconist's window display to set a fashion.

Cigars Not Expensive

The sole reason why more cigars are not smoked, so far as can be ascertained, is because they are expensive when compared with their competitors. The fact, of course, remains that they are not dear, but cheap, when placed alongside some other luxuries. A member of the public at the exhibition did not object to parting with the price of several heavily-taxed liquids, but he told a cigar man that he could not afford cigars. He was reminded of his other expensive habits, and he must have agreed that this disposed of his argument. However, the real proof that the high-class cigar is by no means a back number was to be read on the jovial faces of some of the importers, who had been smiled upon by Dame Fortune.—*Tobacco*, London.

GOOD OUTLOOK IN THOMAS COUNTY

We have had good rains throughout this section in the past few days and the crop has made a wonderful come-out.

The crop took on much growth in heighth and most of the growers have topped their tobacco and the leaves are filling out nicely and taking on some spread, while we have been hurt by unfavorable seasons we now believe we will have a fair crop of tobacco both in quality and pounds.

Some sections have suffered from the drought more than others; in our particular section we have had more showers and at the beginning we had better setting seasons which gave us a better stand; this also applies to the north Florida section.

Our market opens around July 21st and from indications now a great deal of the crop will be ready.

Some gathering and curing of lugs principally has been made, and for this class of tobacco it looks very good considering previous weather conditions.

This is Thomasville's first season as a market and on account of our prominent location in the producing area and the acreage we have near us we look for a great deal of tobacco to be handled here and the representative buying interests have advised us they will be here and it looks as if Thomasville has good prospects of becoming one of the big tobacco centers in this section, being the natural centralization point in southwest Georgia.

THOMAS COUNTY TOBACCO WAREHOUSE COMPANY.

PROHIBITIONISTS OPEN WAR ON TOBACCO

The Pennsylvania Prohibition State Central Committee on June 12 opened a formal attack upon tobacco in Pennsylvania, adopting resolutions at its June meeting in Harrisburg favoring prohibition of tobacco for personal use. The meeting was one for resolutions and discussions only, no election taking place and Chairman B. E. P. Prugh gave the news there was a balance of $2000 on hand.

The resolutions called upon prohibitionists to stick by their party and ask for prohibition ballots on primary day instead of joining some other party for the time; demanded additional enforcement legislation; revision of primary laws; Sabbath observance, the Bible in schools as a textbook and more effective control of the manufacture and sale of drugs.

The resolution against tobacco reads: "We favor the prohibition of the manufacture and sale of tobacco for personal use. Recent mine disasters, gasoline explosions, factory conflagrations and forest fires resulting from its use, warns us that it is not merely injurious to the users' health, but is a menace to public safety and welfare."

DIVIDENDS

Tobacco Products Corporation has declared a quarterly dividend of $1.50 on the common stock of the company, payable July 15 to stockholders of record June 30.

The General Cigar Company has declared a quarterly dividend of $1.75 on the debenture preferred stock of the company, payable July 1 to stockholders of record June 23.

J. B. DUKE GIVES $2,000,000 MORE

Durham, N. C.

An additional gift of $2,000,000 by James B. Duke, tobacco magnate, to Duke University, has been announced by President R. P. Few, of the institution. The gift increases the building fund previously created by Mr. Duke to $8,000,000.

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO

MANUFACTURERS OF HIGH GRADE CIGAR BOXES CEDAR, SAW, LABELS, RIBBONS, CIGAR MAKERS' SUPPLIES, MILLS, PLANING

TEL. 470 LEXINGTON 637-641 EAST 17 ST. NEW YORK ESTABLISHED 1873.

CIGAR BOXES

F. BRECHT'S SONS

CIGAR BOXES

109 N. Orianna Street

PHILADELPHIA, PA.

SUPPLIES

PAPER BAGS.

Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.

Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.

THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

Monroe Jarrett Sons

WOODEN CIGAR BOXES

TRADE *JARSO* MARK

Randolph and Jefferson Streets

Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars $2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CENTURY NOTCH:—44,231. For all tobacco products. May 26, 1925. George Schlegel, Inc., New York, N. Y.

WHITE COURT:—44,233. For all tobacco products. May 27, 1925. American Litho. Co., New York, N. Y.

CORTE BLANCA:—44,234. For all tobacco products. May 27, 1925. American Litho. Co., New York, N. Y.

RAYON:—44,235. For all tobacco products. May 20, 1925. Petre Litho. Co., Philadelphia, Pa.

DILBEAR:—44,236. For all tobacco products. May 27, 1925. Jean P. Omourlogloo, New York, N. Y.

J. D. DORT:—44,238. For cigars. May 28, 1925. C. Rippe Co., Flint, Mich.

WORTHY TODD:—44,239. For cigars. May 28, 1925. J. H. McPike Co., New York, N. Y.

BLUE LINE:—44,242. For cigars, cigarettes and cheroots. May 25, 1925. Abe Davis, Flint, Mich. (Originally registered for cigars, cigarettes and cheroots on October 1, 1896; also registered for cigars on June 30, 1898, by transfer from the Globe Tobacco Co., Detroit, Mich.)

JUDGE GEORGE H. DURAND:—44,241. For cigars, cheroots and cigarettes. May 25, 1925. Abe Davis, Flint, Mich. (Originally registered on July 9, 1903.)

NUMERO 4 CUATRO:—44,252. For all tobacco products. May 26, 1925. Max Atkin Candy Co., El Paso, Tex.

HONOR-BILT:—44,253. For cigars. May 7, 1925. Eugene M. Horn & Bro., Yoe, Pa.

SANCHO PANZA:—44,254. For cigars, cigarettes and tobacco. April 28, 1925. Falkner-Moody Stores Co., Milwaukee, Wis.

TRANSFERS

CAMELITA:—27,299 (Tobacco Leaf), and **28,593** (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered March 24, 1904, by the American Litho. Co., New York, N. Y. Transferred to Cobb, Bates & Yerxa Co., Boston, Mass., May 8, 1906, and re-transferred to S. S. Pierce Co., Boston, Mass., May 28, 1925.

EL PRO:—25,338 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered May 6, 1903, by the American Litho. Co., New York, N. Y. Through mesne transfers acquired by Cobb, Bates & Yerxa Co., Boston Mass., and re-transferred to S. S. Pierce Co., Boston, Mass., May 28, 1925.

FANEUIL HALL:—25,960 (Tobacco Leaf). For cigars. Registered August 8, 1903, by E. M. Schwarz Co., New York, N. Y. Transferred to Cobb, Bates & Yerxa, Boston, Mass., and re-transferred to S. S. Pierce Co., Boston, Mass., May 28, 1925.

BERKELEY:—15,635 (U. S. Tobacco Journal). For cigars. Registered August 18, 1892, by Cobb, Bates & Yerxa, Boston, Mass. Transferred to S. S. Pierce Co., Boston, Mass., May 28, 1925.

L VANDRU:—41,312 (Tobacco Merchants Association). For all tobacco products. Registered September 8, 1919, by Cole Litho. Co., Chicago, Ill. Transferred to Hausen Cigar Co., Chicago, Ill., March 10, 1924.

EL COMMERCIO:—(U. S. Tobacco Journal). For cigars. Registered June 6, 1887, by Genaro Plores, Chicago, Ill. Transferred to Grommes & Ullrich, Chicago, Ill., April 20, 1901, and re-transferred by Mrs. Vivian Scott to George F. Dost, Chicago, Ill., January 17, 1925, the transferror's husband (now deceased) having acquired same by a transfer from Grommes & Ullrich.

LA VISTA:—(U. S. Tobacco Journal). For cigars. Registered April 20, 1887, by Grommes & Ullrich, Chicago, Ill. Transferred by Mrs. Vivian Scott to George F. Dost, Chicago, Ill., January 17, 1925, the transferror's husband (now deceased) having acquired same by a transfer from the original registrants.

PARKDALE:—41,073 (Tobacco Merchants Association). For all tobacco products. Registered April 15, 1919, by the American Litho. Co., New York, N. Y. Transferred to Schwarz & Son, Newark, N. J., June 8, 1925.

LA FLOR DE LA SALLE:—11,447 (U. S. Tobacco Journal). For cigars. Registered August 23, 1889, by Witsch & Schmitt, New York, N. Y. Transferred to Moeller & Kolb, Chicago, Ill., April 12, 1897, and re-transferred by Herman Moeller & Co., successors to Moeller & Kolb, to A. C. Henschel & Co., Chicago, Ill., December 26, 1917.

THE PHILIPPINE TOBACCO CROP FOR 1925

Production of tobacco in the Philippine Islands for 1925 has been estimated to be about 180,000,000 pounds, according to a report from Assistant Trade Commissioner George, to the Department of Commerce. It is thought that the island of Luzon alone will produce 160,000,000 pounds.

In general the quality of the present crop is inferior compared with that of 1924, unfavorable weather conditions being assigned as a reason.

Steve Friend, of Friend & Company, New York, was a recent visitor among Philadelphia manufacturers.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.

26th St. and 9th Ave., New York

WESTERN REPRESENTATIVE:

PAUL PIERSON

139 North Clark Street, Chicago, Ill.

Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager

PASBACH - VOICE

LITHOGRAPHING CO. INC.

ART LITHOGRAPHERS

GRAND STREET AND MORGAN AVENUE

BROOKLYN, N. Y.

CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY

CIGAR LABELS BANDS

American Box Supply Co.

2309 Russell Street Detroit, Mich.

Corner of Gratiot Street

Exclusive Selling Agents For

THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING

American Lithographic Co.

NEW YORK

SINCE 1870

CIGAR BANDS CIGAR LABELS

SPECIAL PROCESS

WM. STEINER SONS & CO.

257-265 W. 17th St. - New York City

Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America

Lorillard's Snuff, Est. 1760

Rail Road Mills Snuff, Est. 1825

Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts

Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE

DILL'S BEST

"It's A Mighty Fine Pipe Tobacco"

If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.

10c 15c 25c 75c $1.50 SIZES

J. G. DILL CO. Richmond, Va.

NICKELS AND DIMES

They can be Coaxed into the Cash Register.
Woolworth Made Millions out of 'em.
He Capitalized the Nickel and Dime Business
And put up the Tallest Building in the World.

What are You Putting Up?

Staple Brands of Manila Cigars at Fair Prices will Attract a stream of Nickels and Dimes to your Door.

Wide-awake Dealers have Cashed in on this trade by Taking on a Good Manila Line and Growing with the Brand.

Fair Prices and Good Profits

Manila is Delivering to the Market Cigars of excellent Workmanship, light colors, hand-made long-filled in Class A.

The best Cigars at the price that ever came from the Islands.

Our Class B and Class C cigars Challenge Comparison.

Write for list of Importers and Factory Agents

MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - NEW YORK

JULY 1, 1925

VOLUME 45 No. 13

THE TOBACCO WORLD

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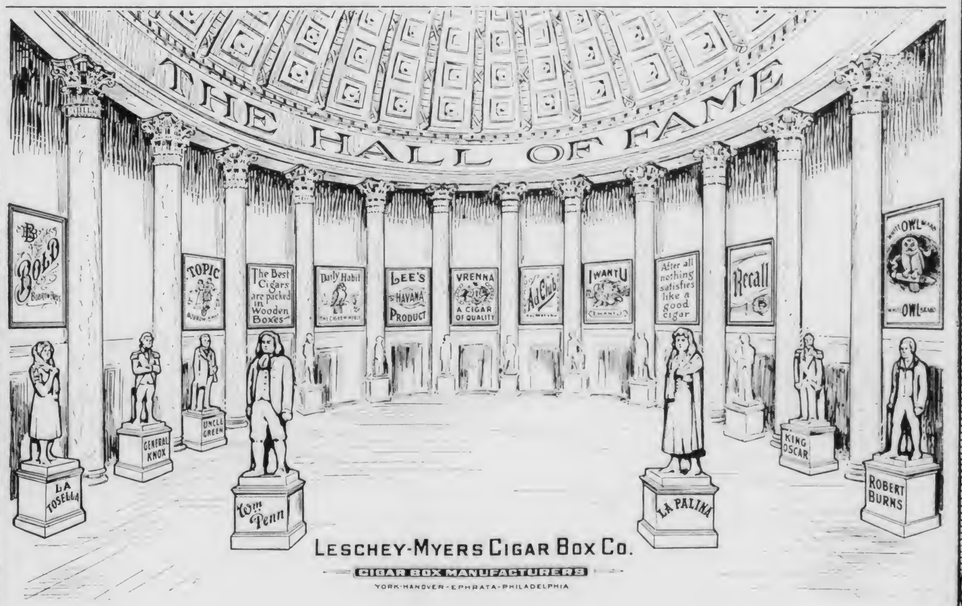
After all nothing satisfies like a good cigar



PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Smokers Prefer To Choose Cigars From Wooden Boxes

THE smoker wants to see the whole length of a cigar in the box. He wants to compare the shape, size and color of the various brands shown him. This the wooden box invites him to do without handling.

The smoker also appreciates the cleanliness feature which wooden boxes encourage. Knowing that he selects without handling he reasons that others before him have done likewise.

Wooden Cigar Boxes Are Superior Because of These Six Reasons

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

MURIEL
The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

FRESH
BIGGER
BETTER

WAITT & BOND

Blackstone
CIGAR

Havana

Filler

Absolutely!

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

WANTED

PACKING FOREMAN—LARGE FACTORY IN SOUTH Philadelphia requires services of fairly experienced man. Good salary. Apply, stating full particulars. Box No. 486, "The Tobacco World."

SITUATION WANTED

WANTED—POSITION AS CIGAR FACTORY SUPERINTENDENT—Twenty years' experience with some of the largest manufacturers; hand, mold or suction. Address John Gruber, 836 North Twentieth Street, Philadelphia, Pa.

SUPERINTENDENT—MAN WITH 25 YEARS' EXPERIENCE desires position as cigar factory superintendent with reliable manufacturer. Address Box No. 479, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 45 JULY 1, 1925 No. 13

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Harry Blum's

NATURAL BLOOM

The Cigar of Quality

122 SECOND AVENUE
NEW YORK CITY

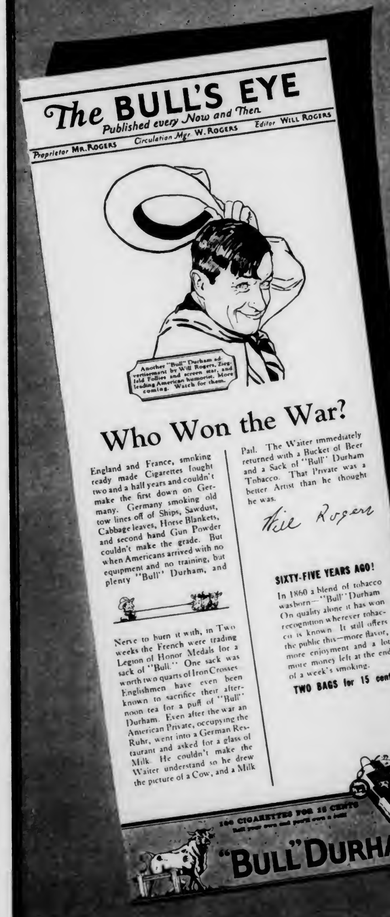
This is one of a

series of advertisements written by—

WILL ROGERS

for

"BULL" DURHAM TOBACCO


The BULL'S EYE
Published every Now and Then.
Proprietor MR. ROGERS Circulation Mgr. W. ROGERS Editor WILL ROGERS
Another "Bull" Durham ad reminiscence by Will Rogers. Gag Old Fellow, foreign humor, Bromo Seltzer and screen star and Grafters. Watch for them.
Who Won the War?
England and France, smoking ready made Cigarettes fought two and a half years and couldn't make the first dent on Germany. Germany smoking old tow lines off of Ships, Sawdust, Cabbage leaves, Horse Blankets, and second hand Gun Powder couldn't make the grade. But when Americans arrived with no equipment and no training, but plenty "Bull" Durham, and
Nerve to burn it with, in Two weeks the French were trading Legion of Honor Medals for a sack of "Bull." One sack was worth two quarts of Iron Crosses. Englishmen have even been known to sacrifice their afternoon tea for a puff of "Bull" Durham. Even after the war an American Private, occupying the Ruhr, went into a German Restaurant and asked for a glass of Milk. He couldn't make the Waiter understand so he drew the picture of a Cow, and a Milk Pail. The Waiter immediately returned with a Bucket of Beer and a Sack of "Bull" Durham Tobacco. That Private was a better Artist than he thought he was.
Will Rogers
SIXTY-FIVE YEARS AGO!
In 1860 a blend of tobacco was born—"Bull" Durham. On quality alone it has won recognition wherever tobacco is known. It still offers the public this—more flavor, more enjoyment and a lot more money left at the end of a week's smoking.
TWO BAGS for 15 cents
100 CIGARETTES FOR 10 CENTS
"BULL" DURHAM
The American Tobacco Co.

Volume 45

THE TOBACCO WORLD

Number 13

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JULY 1, 1925 Foreign $3.50

EDITORIAL COMMENT

ALONG with all other suppliers to the cigar industry, the cigar box business has suffered proportionately. The cigar box industry is far behind the cigar industry in the use of mechanical devices and probably has more hand-labor operations than any other industry of its importance.

While it is beside the point we hope to reach before the end of this editorial, the fact is that the profits in the cigar box industry over a period of thirty or forty years have never warranted any great investments in experimental work with machinery.

Any manufacturer of perfected cigar-making equipment will admit that thousands, ten of thousands, and in at least one case millions, had to be poured into experimental work before satisfactory results were obtained.

The experimenter with cigar-making equipment has always had a field of ten thousand or more prospects. The cigar box manufacturer must spend his own money for experimental work, and if successful would not have a field of more than thirty or forty competitors with sufficient production to warrant investment in mechanical devices.

The result is that hand labor prevails almost one hundred per cent. in the cigar box industry. To render service, which is of the utmost importance, an organization must be maintained. There are few firms that can afford to maintain an organization without production to keep that organization employed. The cigar box manufacturer with an enormous field of labor to draw from, and with devices which can be operated with unskilled labor, can lay off hands immediately if his orders fall off. He is fairly confident that if conditions warrant it, he can get all the labor he needs, or if necessary open a branch factory.

The box man has no such favorable situation. Sawyers, nailers and particularly pasters, cannot be secured easily. It is skilled labor from start to finish. Therefore it is highly important to him that his organization be maintained. It is equally important to the cigar manufacturer for the reason that in a busy period he needs his box man, and often needs him badly.

And the point we have been heading for is that while July and August are usually quiet months in the industry, the fall months are usually very busy ones. Frequently during the fall months there is much inconvenience because of the heavy demands for boxes which cannot be promptly delivered.

During this fall period production is hampered by rush orders for 1/40th boxes. They require just as much labor as a 1/20th. The handling of front, back and end pieces because they are smaller, offsets any saving in lumber. The tops and bottoms are the same as 1/20ths. It is obvious that the pasting problem is the same as for 1/20ths.

Does the cigar manufacturer stop to think that it takes about twice as long to manufacture and deliver 1/40th boxes for a thousand cigars as it does 1/20ths?

If you are going to need 1/40th for the fall business, place your orders as soon as possible and get them out of the way so your box man can give you real service on 1/20th containers when you really need them badly.

THE president of the Baltimore Street Railways expressed himself recently as willing to give every consideration to the proposition to permit smoking on the street cars if the public indicated that it was a popular wish of the people.

The *Baltimore News* accordingly printed a ballot in its daily editions for a period of two weeks. Now Baltimore's population is pressing toward the million mark. Yet in two weeks the total votes cast were about 1500. The majority favored the proposition, but the number of votes cast was hardly sufficient to warrant any further consideration at this time.

The conclusion drawn is that the people of Baltimore haven't very much interest in making such a change. Frankly we cannot fathom the reason for indifference. We don't happen to know how many daily street car riders there are in Baltimore, or how many of them are smokers, but an average vote of about 125 a day for two weeks isn't anything to brag about.

NONSUIT ORDER ENTERED IN REYNOLDS CASE

A nonsuit order has been entered in the United States District Court in Greensboro, N. C., in the case of the Bailey Brothers firm against the R. J. Reynolds Tobacco Company, in which the latter was accused of conspiring with certain other parties to bring about the bankruptcy of the Bailey Brothers firm. The nonsuit order reads as follows:

"This case coming on to be heard, and being heard, the plaintiffs take a voluntary nonsuit.

"It is ordered and adjudged that the plaintiffs take nothing by their action; that the defendants go without pay and recover their cost disbursed and that the cost of the action be taxed against the plaintiffs and the surety on their prosecution bond."

SAM OTTINGER BUYS FLORIDA LEAF

Sam Ottinger, well-known leaf tobacco merchant of North Third Street, may soon be known as the Florida Shadegrown King, since he is reported to have consummated a deal last week in Madison County, Florida, whereby he purchased the entire shadegrown production of every independent grower in Madison County, amounting to about 400 acres. The Madison County crop this year is of exceptionally fine quality, and it is understood that Mr. Ottinger paid a price in proportion. The production of Florida shadegrown this year is very much smaller than in past years, and it is felt that Mr. Ottinger has made a very fortunate purchase.

MARCELINO PEREZ & COMPANY BUY FACTORY

Marcelino Perez & Company, of Tampa, Fla., have just purchased the Lovera cigar factory at Tenth Avenue and Nineteenth Street, and will move to their new building after January 31, 1926, as the Nordaes Cigar Company has a lease on the building at the present time running until that date. The building is of three stories and has ideal facilities for the manufacture of cigars. With this new building, which will accommodate 750 workers, Marcelino Perez & Company, will be able to double their production on "Tuval," "Redencion" and their other brands.

J. B. MOOS ABSORBS SEIDENBERG

The J. B. Moos Company, cigar distributors in Chicago, has absorbed the Seidenberg branch in that city and will in the future distribute all the American Cigar Company brands in their territory.

Ralph S. Williams, who has meen in charge of the Seidenberg branch since October, 1923, will be in charge of the cigar department of the J. B. Moos Company in the future.

C. H. PLITT DEAD

C. H. Plitt, president of the C. H. Plitt Cigar Company, York, Pa., died at his home at 537 South Duke Street, York, Pa., on June 17th, following an illness of about a week's duration. Death was caused by complications which arose during his illness. He was sixty-four years of age, and is survived by his widow, two sons and three daughters.

BAYUK INAUGURATES TWO PRIZE CONTESTS—FOR SALESMEN AND RETAILERS

Starting at once, Bayuk Cigars, Incorporated, will hold two cash prize contests, one for their jobbers' salesmen and the other for retail cigar merchants and their clerks. Both are to tie up with the successful advertising of their slogan, "It's Ripe Tobacco."

Bayuk Cigars, Incorporated, states that they have had numbers of letters from various jobbers' salesmen, explaining their use of the "Ripe Tobacco" slogan and the Bayuk advertising in the *Saturday Evening Post*, in *Elks Magazine* and through the tobacco trade journals to increase their sales, and also some of the same kind of letters from retailers in the field.

Through the receipt of these letters, the idea of having contests to bring out the relation of other experiences was conceived.

In the Jobbers' Salesman Contest, 118 cash prizes are offered, consisting of a first prize of $100, a second prize of $50, a third prize of $25, the next fifteen prizes being $5 each, with 100 more prizes of $2 each.

The names of the winners will be published in the leading tobacco trade papers, and the only conditions of the contest read as follows:

"Write Bayuk Cigars, Incorporated, Philadelphia, Pa., not more than 200 words telling your most successful experience, or your best selling stunt, or idea, or talk built around their 'Ripe Tobacco' advertising in the *Saturday Evening Post* and *Elks Magazine*. Mail it in."

In the Retailer and Clerk Contest, there are 375 cash prizes offered. They are: First prize, $100; second prize, $50; third prize, $25; next twenty prizes, $5 each, and next 350 prizes $1 each.

The only conditions of the retailer and clerk contest are as follows:

"All that any cigar dealer or clerk needs to do is simply to write a letter—no essay, no long-winded talk, just the brief facts—telling of the best selling use he has made of the new Bayuk 'It's Ripe Tobacco' idea and their national advertising in the *Saturday Evening Post* and *Elks Magazine*, reaching about ten million people. This may apply to window or case displays, to use of 'Ripe Tobacco' posters, or of ads in windows, to selling talk given to the consumer or to any other clever selling stunt of the dealer or clerk. It's simply up to the dealer or clerk to tell about it. He can write Bayuk Cigars direct to give his written story to the jobber's salesman from whom he buys. Grammar and punctuation don't count—it's the ideas they want."

"No employee of Bayuk nor of any Bayuk jobber is allowed to enter this contest, which is only for retailers and clerks."

The salesmen's contest closes in Philadelphia at the Bayuk offices, Third and Spruce Streets, on August 31st and the retailers' contest on September 30th. The judges will be J. M. Harding of the *Saturday Evening Post;* Carl Werner, of *Tobacco Leaf;* H. A. Lebair, of Sherman & Lebair, Incorporated, advertising, and E. H. Davis, of *United States Tobacco Journal.*

CIGARETTE BURNS 15,000 ACRES

Woodland covering 15,000 acres near Stettin, Germany, has been burned down as the result of someone carelessly throwing down a lighted cigarette.

PHILADELPHIA NEWS

Philadelphia, July 1, 1925.

OTTO EISENLOHR & BROTHERS, 932 Market Street, have a window dressing showing "Henrietta" Admirals, and also an extraordinarily fine display of the "Cinco" New Invincibles, together with the new advertising now being distributed to the trade, which shows great originality.

M. J. Dalton Company at their store, 29 South Eleventh Street, have as their leaders this week, "Lord Beaconsfield" retailing at two for a quarter to one dollar each, and "El Cortel" Invincibles retailing at five cents, this cigar showing itself a great duplicator with the consumer.

J. G. Blanco & Company, Eleventh and Cuthbert Streets, are making a drive on "Flor De Blanco" at two for fifteen cents, this cigar being one of their own manufacture.

Moore's Cigar Store, 1314 Filbert Street, after being in business at this location for about twenty-five years, will be compelled to vacate the premises in a few months, as this is one of the properties condemned by the city and taken over as the site of the City Hall Annex.

Mr. Moore will advise the trade of his new address in the near future. "Cadillac" cigars are featured by this store.

F. B. Vetterlein's store at Fifteenth and Market Streets, was again the scene of great excitement the past week, due to the exceptional demand for box seats for Shibe Park, which are on sale at this store, to see the victorious Athletics.

This week's features at this store are "Royal Club" Favoritas at five cents, "T. R." Club House at five cents and "Flor De Colbert" Perfectos a special at two for fifteen cents.

E. Y. Sterners Sons, Twelfth Street above Market Street, are firmly established as headquarters for pipes and pipe repairs and carry an attractive line of all the well-known makes of pipes, and all the popular brands of cigars.

The J. B. Cigar Company, 113 North Tenth Street, are receiving a heavy demand for their "La Ileta" cigars, both at their retail stand and also through their wholesale distribution, and their manufacturing plant has been enlarged accordingly.

The Holt Cigar Company, South Broad Street Cigarists, are featuring "Marshall Field" and "El Palencia" this week.

Godfrey S. Mahn Company, 1343 Chestnut Street, are enjoying a good sale on "Princeofall" Coronas retailing at ten cents each, which is one of their leaders.

Louis Gray, 718 Market Street, reports an increasing demand for "Victory" five-cent cigars.

Yahn & McDonnell are making prominent displays of "Cortez" cigars, retailing from ten cents each to three for fifty-five cents, at both their Widener Building and Hotel Adelphia stands, and at the Widener Building stand also are displaying a sale on summer novelties which includes a large variety of tobacco pouches, humidors, cigar and cigarette tubes and nested drinking cups.

John Middleton, 1211 Walnut Street, has as his feature window display this week, an exceptionally attractive collection of English Golfing Pipes which are of unique shapes, having short broad bits and long Bruyere stems and are very popular with English golfers.

These pipes may be had in such popular makes as Dunhill, Sasieni, Selbur, Midlon, Lurie and Radford, and are being received with good favor by the Philadelphia smokers.

In addition to golf bags, sticks, etc., this display is supported with an enlarged photograph, which draws much attention, this photograph being one taken of the participants of a Middleton Outing which was held about 1860 showing two base ball teams, the Stouts and the Slims, and a keg of beer on third base, the latter no doubt will bring back fond recollections to some of us.

"Key Westers" cigars at two for fifteen cents are the feature attraction at this store this week.

J. R.

J. B. THATCHER A VISITOR

John B. Thatcher, representative of the American Box Supply Company, the Acme Corporation, and John Hassall, Incorporated, with offices at Room 809 Hart Building, 104 West Forty-second Street, New York City, was a visitor in Philadelphia, last week. He will tour Pennsylvania, Maryland and West Virginia in the interest of his firms before returning to New York. Incidentally, Mr. Thatcher celebrated a birthday anniversary while here. His twenty-second, or something like that.

MAZER-CRESSMAN TO MOVE

The Philadelphia offices of the Mazer-Cressman Cigar Company, Incorporated, will move from their present location at 18 South Twenty-first Street, to a new location on Vine Street, between Seventeenth and Eighteenth Streets, in order that they will be better able to care for prompt shipment of their brands to local dealers.

NO DIVIDENDS FOR EISEMAN CREDITORS

At a meeting of the creditors of the Eiseman Cigar Company, held at the office of the referee on June 16th, announcement was made that there would be no dividends forthcoming for unsecured claims on the company. All the assets that could be realized on were needed to pay the secured claims and fees, commissions, etc.

GEORGE ZIFFERBLATT VISITS NEW YORK

George Zifferblatt, of G. Zifferblatt & Company, 324 North Ninth Street, was a visitor to the Water Street leaf market last week, purchasing leaf tobacco for his brand "Madame Butterfly" which is a very popular brand in this territory.

BAYUK BOOSTERS HOLD OUTING

The annual outing of the Bayuk Cigars, Incorporated, Boosters' Club was held on June 20th, at a bungalow near Trumbauersville, Pa. The outing proved a wonderful success.

GERMAN TOBACCO SITUATION

Based on reports of Consul Louis C. Dreyfus, Jr.

Plants engaged in the manufacture of tobacco products in Germany numbered 13,133, according to the census of 1923, compared with 15,619 in 1921 and 14,074 in 1913. In 53 per cent. of the factories operating in 1923 no help outside of the immediate family of the owner was employed, and in 83 per cent. of the total number hand labor alone was used, compared with 87 per cent. in 1921.

Consumption of Raw Tobacco

The quantity of raw tobacco consumed by 13,133 factories operating in 1923 amounted to 250,139,868 pounds, as compared with 293,268,238 pounds consumed by 15,619 factories operating in 1921. Of the tobacco consumed in 1923, 51 per cent. was consumed by large factories, 36 per cent. by medium-sized factories, and 13 per cent. by small factories. There were 167 large factories, 1180 medium-sized factories, and 11,786 small factories in operation.

Many of the small factories were established during the inflation period. Some have become bankrupt since the stabilization of the currency, and others have grown to medium size. From the foregoing table it will be noted that factories using improved machinery have increased from 76 in 1913 to 727 in 1923. Coincident with improved methods, cigarette production has increased. Taxes were paid on an output of 12,400,000,000 in 1913, and on 20,400,000,000 in 1924. The total German cigarette production in 1924, however, is estimated to be 30,000,000,000, including about 9,600,000,000 sold under evasion of the tobacco taxes.

Tobacco Producing Areas in Germany—Foreign Sources

The principal tobacco areas in Germany are Baden, producing 44 per cent. of the crop; Palatinate, 17 per cent.; Hessen, 7 per cent.; Uckermark-Brandenburg, 13 per cent., and all other districts, 18 per cent. The total yield amounted to 4,888,458 pounds in 1922, 4,269,009 pounds in 1923, and about 5,000,000 pounds (estimated) in 1924.

German tobacco growers supplied to their domestic market about 46,000,000 pounds of raw tobacco from July 1, 1922, to June 30, 1923, compared with 52,000,000 during the preceding period. Since these quantities represent only about 20 per cent. of the German demand, 80 per cent. must be imported. The chief foreign sources of supply are the Dutch East Indies, the United States, the Balkan countries, and Brazil. More than 58 per cent. of the so-called Turkish tobacco, which is used principally by the German cigarette industry, originates in Bulgaria and is imported through Greece and the Netherlands.

Lively Demand for Leaf for Cigarettes

Imports of leaf tobacco for the manufacture of cigarettes increased during the year 1924, and the demand is still lively for bright and semi-bright Virginia, Kentucky, and other American tobaccos. Total imports of leaf amounted to 215,774,343 pounds in 1924, compared with 136,003,316 pounds in 1923.

On account of the scarcity of capital there is an opportunity at this time for American tobacco growers, brokers, or wholesalers to make selling agreements with established cigarette manufacturers. Many of the well-known firms have found it difficult under present monetary conditions and tax regulations to continue business on a normal basis. It has been a struggle to keep their machines busy and to meet all their obligations. The high taxes, wages, and cost of advertising, in connection with the slow payments by customers, have drained the liquid capital to such an extent that funds for the purchase of raw materials are lacking.

Notwithstanding the prevailing taste in Germany for Turkish tobacco, the opinion prevails among dealers and consumers that American leaf tobacco can be substituted to some extent for Turkish tobacco, or at least mixed with pure Turkish tobacco in order to make a marketable cigarette. It is said that a marked antipathy exists against Algerian leaf tobacco, which has been used to some extent in cigarettes manufactured by small factories.

POLO! A WDC FOR SUMMER PIPE SALES

"The lid is off for summer pipe business." So say William Demuth & Company, in introducing their new Polo Pipe—the ideal pipe for the outdoors.

The WDC Polo is priced to retail at only fifty cents. It has a genuine Italian Briar bowl, flush mounted with a revolving rubber bit. The bowl is flat shaped, so that when the bit is turned over the bowl—the pipe can be conveniently slipped into the vest pocket. And it will make the shekels slip into the cash drawers of the dealers who show it. It's just the pipe for the sportsman. For motoring, golfing, fishing, or boating, there is no pipe that appeals like this Polo shape.

An appropriately designed easel back card to display two pipes is given free with every dozen Polo pipes in deal No. 515. Dealers who display the Polo, especially during the outdoor months, will be in on the game—and be among the winners.

William Demuth & Company will be glad to submit samples of the Polo to any bona fide jobber, promptly on request.

TOBACCO GROWERS TO UNITE

Lancaster, Pa., June 23.

Charter for the Pennsylvania Tobacco Growers' Co-operative Association has been applied for. The undertaking involves about 7500 growers of Lancaster, York, Chester, Lebanon, Berks and Dauphin Counties.

The contract will be continuous and will carry a yearly withdrawal clause. The option is given the signer to withdraw if 75 per cent. of the acreage is not signed in time to handle the 1925 crop. B. F. Snavely is president of the organization committee.

BOOTLEG CIGARS IN ARGENTINE

The cigar bootlegger in the Argentine does quite a thriving business, according to a recent interview with J. G. Dailey, manager for an American manufacturing firm, in Buenos Aires.

A cigar that retails for fifteen cents here, if bought through the proper channels, in Buenos Aires would cost the consumer about eighty cents, but nobody who is wise to the bootleg cigar market buys his smokes according to law. The tobacco bootlegger goes about his business with a great deal more caution there than the liquor bootlegger up here.

ROBBERS START $15,000 FIRE IN LANCASTER

Lancaster, Pa., June 18.

Fire believed to have been started by robbers, swept the tobacco warehouse of John L. Riest, Liberty and Water Streets, at 3.30 A. M., today doing $15,000 damage. The robbers fled after they had carried the safe from the second to the first floor and are believed to have been driven out by the flames.

CLASSES D & E SHOW INCREASE IN MAY

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of May, 1925, and are issued by the Bureau. (Figures for May, 1925, are subject to revision until published in the annual report.)

Products	*May, 1924*	*May, 1925*
Cigars (large):		
Class A .....No.	213,352,542	213,801,903
Class B .....No.	114,341,238	88,431,203
Class C .....No.	212,976,683	199,423,928
Class D .....No.	10,580,010	10,643,428
Class E .....No.	2,069,053	2,208,578
Total	553,319,526	514,509,040
Cigars (small) .....No.	49,699,793	38,671,000
Cigarettes (large) ..No.	1,076,979	1,705,317
Cigarettes (small) ..No.	6,391,992,423	6,465,490,223
Snuff, manufactured..lbs.	3,211,622	2,712,139
Tobacco, manufact'd..lbs.	31,736,808	31,625,931

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of May.

Products	*May, 1924*	*May, 1925*
Cigars (large):		
Class A .....No.	7,973,725	10,207,200
Class B .....No.	747,350	1,218,460
Class C .....No.	2,127,000	3,487,450
Class D .....No.	3,675	2,650
Class E .....No.	.....	50
Total	10,851,750	14,915,810
Cigars (small) .....No.	1,000,000	1,000,060
Cigarettes (large) ..No.	1,000,000	204,000
Cigarettes (small) ..No.	.....	41,000

Tax-paid products from the Philippine Islands for the month of May.

Products	*May, 1924*	*May, 1925*
Cigars (large):		
Class A .....No.	12,584,945	19,642,815
Class B .....No.	251,945	278,225
Class C .....No.	165,717	51,748
Class D .....No.	100	250
Class E .....No.	25	.....
Total	13,002,732	19,973,038
Cigarettes (small) ..No.	87,950	65,610
Tobacco, manufact'd..lbs.	12	62

Note: Quantities of tax-paid products shown in above statement are indicated by stamp sales reported for the month.

CONSOLIDATED DIVIDENDS

Consolidated Cigar Company declared a 1¾ per cent. dividend on account of arrears and the regular quarterly dividend of 1¾ per cent. on the preferred stock. Accumulated dividends on the preferred now total 1¾ per cent.

THE SPRING TOBACCO MARKET IN BELGIUM

With the exception of the month of February the spring leaf market in Belgium has been rather quiet, reports Vice-Consul Harrington to the Department of Commerce. Despite the fact that retail purchases prevailed throughout the month of March prices held firm in sympathy with those quoted at the several points of origin. Stocks of San Domingo leaf were near exhaustion and arrivals of the new crops are not expected for several months. A few fairly important transactions in Kentucky and semi-bright Virginia tobaccos were made, but tobacco of other origins was not in great demand and stocks liquidated slowly. At the end of March, stocks of semi-bright Virginia and of Kentucky tobacco were considerably reduced. There was a moderately heavy demand for dark Virginia leaf, but the limited supplies available prevented large transactions. Kentucky leaf of the new crop is still quoted at levels prohibitive to an extensive sale. Local buyers are manifesting increasing interest in these sorts nevertheless.

Arrivals in Antwerp were less than those of the preceding months, a big crop being noted in arrivals of Near East tobaccos, only 7947 bales of which arrived in March compared with 21,881 bales in February and 23,439 bales in January.

American tobaccos of the cheaper grades have enjoyed a fair amount of popularity but these tobaccos come into strong competition with Near Eastern leaf and the San Domingo crops.

Stocks of all tobaccos on hand in Antwerp on April 1 were heavy for that period of the year and no efforts will be made to increase them until some of the present surplus is absorbed.

D. H. BALL WILL HEAD LORILLARD CIGAR DEPARTMENT

D. H. Ball, senior vice-president of the P. Lorillard Company, will in the future have charge of the cigar department of his company, and direct the sales of all cigars except "Muriel" and other large cigars.

Mr. Ball has been a vice-president of the company ever since its organization, and it is expected a substantial increase in sales will be apparent through the new arrangement.

"MI LOLA" HEAD DIES

Emanual L. Phillip, president of the Mi Lola Cigar Company, died suddenly in a Milwaukee hospital on June 15th. Mr. Phillip was Governor of the State of Wisconsin for two terms and was respected and loved by all who knew him. He is survived by a son and a daughter.

WESLEY PIKE ON TOUR

Wesley Pike, of Bobrow Brothers, Incorporated, is on an extended trip through the Middle West in the interest of his company's brands, "Bold," "Topic" and "La Tosella." He expects to visit Chicago, Milwaukee, and will work as for south as Kentucky.

"MI HOGAR" IN SCHULTE STORES

Announcement has been made that the "Mi Hogar" clear Havana cigar will be featured in all the Schulte cigar stores throughout the United States in the very near future.

Price
$850
Complete

F. O. B. Factory, Newark, N. J. Time payment terms upon request.

How to Fill the 5c Cigar Demand at a Profit

THE trend back to the nickel cigar has already been felt by many manufacturers. This growing demand has brought them face to face with the perplexing problem, "How to Produce a Nickel Cigar at a Profit."

The solution to this important problem will be found in the Universal Model L Scrap Bunch Machine.

This remarkable piece of equipment has been developed to a degree of efficiency, speed and accuracy that makes its services most necessary to cigar makers supplying the nickel cigar demand.

Price $850 complete F. O. B. Newark, N. J. Can be purchased on Time Terms with six months to complete payment. In this period this machine will pay for itself by the economies it makes possible.

Write and arrange for a demonstration.

Universal Tobacco Machine Co.
116 West 32nd Street, New York, U. S. A.

Factory: 124 Sussex Ave., Newark, N. J.

The
MODEL "L" SCRAP BUNCHING MACHINE

Solves the Problem of the Cost of Making 5c Cigars

Here's how this machine will help you solve this vital problem—

—It produces 450 to 500 bunches an hour.

—Only one operator required.

—Bunches can be made at a cost of from 75c to $1.00 a thousand.

—It makes uniform, free smoking bunches.

—It works large size scrap—up to 1½ inches long.

—Any size or shape can be made on same machine.

—Both right and left hand bunches can be made on same machine.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Lincoln & Ulmer Complaint Dismissed

THE dismissal, by agreement, of the complaint against Lincoln & Ulmer, cigar manufacturers of New York City and Little Ferry, N. J., has been announced by the Federal Trade Commission. The company was charged with misbranding of cigars. The commission accepted a stipulation in which the respondents declared that they had ceased the practices complained of and promised that they will not resume them in the future.

Federal Trade Commission Issues Complaint Against "Smoka-Tampa"

Use of the name "Smoka-Tampa" on cigars produced by Willis J. Davis and C. D. Swindt, trading as the Kanuga Cigar Company, Atlanta, Georgia, is attacked in a formal complaint issued by the Federal Trade Commission as an unfair trade practice.

The commission, in its complaint, alleges that the use of the name and designation for the cigars has the tendency and capacity to mislead and deceive the public into the belief that the cigars are made in the Tampa district of Florida and to induce many of the public to purchase the cigars in that belief. It is further alleged that the use of the name "Smoka-Tampa" tends to divert business from and otherwise injure and prejudice the respondents' competitors who are located in the Tampa district.

List of Income Tax Payments Will Not Be Ready Before August

Information from income tax returns for 1924 will not be ready for publication until some time in August, it has been announced by the Bureau of Internal Revenue. Not until all returns have been listed by the collectors will the lists be opened, it is declared, and the date of publication will be made uniform throughout the country.

The delay in preparing the lists, it is explained, is due in part to the holding up of this work until the United States Supreme Court delivered its decision as to the legality of publication, and in part to the fact that it will require some time for collectors to post the payments made on June 15.

The Supreme Court having held that newspapers could legally publish the names and tax payments of individuals, it is probable that when the information is made available there will be a repetition of the long lists of names and tax payments which appeared in many of the daily papers last year.

Compromise Settlements Are Condemned

"Easy, unbusiness-like and unwarranted compromise settlements" are condemned in resolutions adopted last month at the annual convention of the National Association of Credit Men, in Washington, in which it was recommended that "compromise settlements be accepted only after thorough investigation and a complete knowledge of the facts." The resolutions pointed out that easy compromise settlements with creditors have encouraged fraud and contributed largely to the country's tremendous bad debt loss.

The organization also went on record as in favor of revision of State and Federal revenue laws to protect business interests and citizens against what might eventually amount to confiscation of property. "Such revision," it is declared in resolutions adopted, "should take into consideration the complexity of the present laws, should seek to eliminate the present unwarranted duplication of taxation and to accomplish greater uniformity among the various taxing units as well as tend to simplify the administration of such laws."

Other resolutions disapproved business regulation of an unnecessarily restrictive character and urged the adoption of fewer laws or, better still, a period during which law-making would cease and the people be permitted to get acquainted with the thousands of laws already passed.

Committee Reports on Alleged Conspiracy Between American Tobacco Company and Imperial Tobacco Company

Difficulties experienced by the Tri-State Tobacco Growers' Co-Operative Association were ascribed as due more to its methods of doing business than to any antipathy on the part of the American Tobacco Company and the Imperial Tobacco Company, of England, in the report of the investigators of the Federal Trade Commission, which was discussed at a Commission conference on June 25.

Representatives of the tobacco companies named made a general denial of the charges against them of conspiring to boycott the tobacco co-operative organizations. The report stated that the Burley Association, of Louisville, was not directly interested in this controversy and it was brought out that the Imperial Company does not buy burley tobacco.

Junius Parker, counsel for the American Tobacco Company, and H. H. Shelton, counsel for the Imperial Tobacco Company, disclaimed any opposition on the part of those companies toward the co-operatives, explaining that they were more concerned in bringing about the orderly marketing of tobacco and the stabilization of prices, with consequent satisfaction among the growers, than in getting their tobacco so cheaply as

(*Continued on Page 24*)

Cigar Dealers and Clerks!

Here's BAYUK'S Big

CASH PRIZE CONTEST

For the Best

-It's Ripe Tobacco!

SALES EXPERIENCES!

YOU are benefiting by our advertising of our great slogan, "It's Ripe Tobacco," in The Saturday Evening Post and Elks Magazine. We know that by our increased sales of Bayuk Cigars.

Many cigar dealers have tied up with our forceful campaign to their advantage—adding to their sales, their prestige, and the satisfaction of their customers with real, good smokes—Bayuk Cigars.

We want to learn specific instances of the money-making experiences of dealers and clerks everywhere in using our slogan and advertising to help increase their sales of Bayuk Cigars. So we are offering them

373 Cash Prizes!

1st PRIZE	2nd PRIZE	3rd PRIZE
$100.00	$50.00	$25.00

NEXT 20 PRIZES $5 EACH NEXT 350 PRIZES $1 EACH

All that any cigar dealer or clerk needs to do is simply to write us a brief letter—no essay, no long-winded talk, just the facts—telling of the best selling use he has made of the Bayuk "It's Ripe Tobacco" idea and our national advertising in The Saturday Evening Post and Elks Magazine, reaching about ten million people. This may apply to your display of Bayuk Brands, to use of "Ripe Tobacco" posters, or of ads in windows, to selling talk given to the consumer or to any other clever selling stunt used by the dealer or clerk. It's simply up to the dealer or clerk to tell us about it. He can write us direct or give his written story to the jobber's salesman from whom he buys.

This page tells all the conditions. You can go right ahead and send in your written experience without any other formality.

No employee of Bayuk nor of any Bayuk jobber is allowed to enter this contest, which is only for retailers and clerks.

This contest is limited to those dealers and their clerks who handled Bayuk Cigars prior to June 23, 1925

Contest Closes September 30, 1925, in Philadelphia

JUDGES

MR. J. M. HARDING, *of The Saturday Evening Post.*
MR. CARL A. WERNER, *of The Tobacco Leaf.*
MR. EDWARD H. DAVIS, *of United States Tobacco Journal*
MR. H. A. LEBAIR, *of Sherman & Lebair, Inc.*

BAYUK CIGARS INC.
PHILADELPHIA

-It's Ripe Tobacco!

News from Congress

(*Continued from Page 12*)

to discourage production. They asserted that the present situation was one of a fight between the loose leaf tobacco warehousemen, and possibly the buyers, on the one hand, and the co-operatives on the other, for the success of the latter would mean to a large extent the elimination of the two former.

Pointing out that his company purchased last year but 30,000,000 pounds of burley tobacco from a crop of 310,000,000 pounds, Mr. Parker declared it could not be the great factor in the market it had been termed to be. He denied that so far as the purchase of leaf tobacco is concerned the interests of the two companies are practically the same, as stated in the report, as they do not for the most part use the same type of tobacco. He explained that the Imperial Company owns a third or more of the stock of the British-American Tobacco Company, an exporting concern, and that the latter is quite a heavy buyer from the co-operatives.

The business methods of the Tri-State Association, seemingly attached in the report, were defended by W. T. Joyner, of Raleigh, N. C., counsel for that organization. He explained that the reason for refusing to sell to dealers and speculators grew out of the dissatisfaction of the membership with the practice of these men in buying green tobacco on the floor of the Co-operative Association, later selling it in the auction warehouse to the buyers for the Imperial Tobacco Company at higher prices. The Commission's investigators held that this refusal to sell even to "friendly" dealers resulted in a great deal of the co-operative's troubles.

Another practice he defended was that of having the tobacco marketed through it redried in a plant in which officers of the Co-operative Association were interested. He explained that this plan was resorted to when commercial redrying plants jumped the price from $1.75 to $2.25 per 100 pounds and resulted last year in a saving to his organization of some $600,000 when the price was reduced to $1.50. He declared that the report did not fully set forth this matter and was likely to create a wrong impression.

He also charged that the report did not go fully enough into the matter of higher prices paid by buyers for the companies involved for tobacco produced by other than association members, and he offered a large number of affidavits dealing with this matter to prove alleged discrimination.

It was brought out in the report that there was no evidence of interlocking directorships or agreements between the two companies, other than the agreement permitted under the dissolution order of the Supreme Court in 1911 permitting ownership by the Imperial Company in England, and by the British-American Company in the export trade of the brands controlled in the United States by the American Tobacco Company, and by the latter here of the brands of the Imperial Tobacco Company, Mr. Parker explaining that this "swapping" was for the purpose of making available to tourists their own favorite brands in foreign countries. There is no evidence of any additional agreements, it was stated.

J. N. Kehoe, counsel for the Burley Association, stated that while the American Tobacco Company's requirements of burley total about 40,000,000 pounds a year, in three years it has bought from his organization only 14,000,000 pounds, buying the balance from those in competition with the association, although his membership consisted of the best and largest producers.

The report charges that the tobacco boards of trade in the various cities in the tobacco belt representing none other than the buyers of tobacco, are hurtful of the interests of the co-operatives.

"Perhaps the most active opposition which the Tri-State Association has had to encounter has come from the Wilson, N. C., Board of Trade," the tentative report asserts. "At the important tobacco marketing centers there is usually a tobacco board of trade, whose membership is made up of tobacco companies, warehousemen, dealers and speculators." Another board named is that at Greenville, N. C.

The report of the investigators will now be considered by the Commissioners and a final draft made for presentation to the President by July 1.

Truck Owners Should Examine Insurance Policies Carefully

Members of the tobacco industry who operate motor cars or trucks on which they carry liability insurance should examine their policies in order to make sure that they are really insured and that the company undertakes to pay judgments against them in all cases, in consideration of the premium paid.

Investigation by Major Roy F. Britton, of St. Louis, chairman of the legislative board of the American Automobile Association, has shown, it is declared in a statement issued by the association, that many companies agree to indemnify the insured only against "loss," which means that the company does not undertake to pay injured parties securing judgments against automobile owners, but reimburses the owner for the "loss" sustained by him in paying the judgment and refuses to make payments should the policy holder be insolvent or without the liquid assets with which to pay damages.

There are many insurance companies, it is declared, that do not stress this point, but pay judgments without technicalities, while others insert in the insurance policy an insolvency clause which calls for payment of damages even though the insured be insolvent. The warning is issued, however, in order that business houses operating motor trucks may assure themselves that they have policies which afford the insurance company no loophole for the escape of payment of damages to cover which the policy was taken.

In all our experience we have found nothing that equals AGEING IN WOOD to ripen and sweeten tobacco for smoking. . . . . .

Liggett & Myers Tobacco Co.

You know how ageing in wood improves fine wines . . . . . —It does the same thing for fine tobaccos. . . . . .

Velvet
—the aged in wood tobacco

ANNUAL MEETING AMERICAN FAIR TRADE LEAGUE

New York.

Representatives of more than eight hundred leading manufacturers and retail distributors who attended the annual meeting of the American Fair Trade League held here June 3, agreed that the time is ripe for a concerted effort to obtain Federal legislation permitting the standardization of resale prices and the protection of producers, distributors and consumers alike from the bad effects of indiscriminate price-cutting on trademarked merchandise. Edmond A. Whittier, secretary-treasurer of the league, in his annual report, said that the advocates of this reform are uniting in support of a single measure to be introduced when Congress reconvenes in December. He called special attention to the fact that the Chamber of Commerce of the United States had recently reiterated its intention to support such a legislative program, carrying out the will of its members, already expressed through a national referendum.

W. H. Crichton Clarke, of the New York Bar, one of the speakers at today's meeting, declared that the economics of the resale price question are better understood now than they were several years ago when the Supreme Court handed down the decisions forbidding manufacturers to enter into contracts regulating the retail prices of their goods. These decisions, he said, were based on the assumption that resale price control entailed restraint of trade, whereas economists have come to realize that it is price-cutting and not price protection that really restrains trade and injures the small dealer and the consumer as well as the manufacturer. Restrictions upon distribution imposed by the Supreme Court decisions, he asserted, are largely responsible for the tendency of large manufacturing interests to invade the field of distribution and for the increasing handicaps upon the small manufacturer who is obliged to rely upon the established machinery of distribution. The effect of this tendency, in his opinion, is to encourage socialism and distrust of capital.

Dr. Lee Galloway, professor of commerce and industry in New York University, and vice-president of the league, attributed the rapid growth of the organization to the fact that American business was developing into an institution and becoming conscious of its social function. Business, he said, had discovered its "third dimension" which is management and administration.

In his report on the league's work for its protection of trademarks and business good-will, Mr. Whittier said it has been demonstrated that through a disinterested organization like the league, the majority of cases of trademark infringement, substitution and other practices involving injury to good-will, can be satisfactorily adjusted by correspondence. "The use of the league's prestige in such cases," he said, "invariably secures prompt attention and very generally a definite conclusion." During the past year this department of the league has received a total of 448 complaints of which 313 have been successfully concluded, ninety-seven are still pending and eighteen have been terminated without definite results. Twenty cases have been submitted to the Federal Trade Commission.

Speaking of the latest campaign undertaken by his organization, Mr. Whittier said:

"A few months ago the attention of the league was called to the position taken by the Federal Trade Commission condemning the practice of stores using so-called 'hidden demonstrators' which consists of payment in whole or in part of clerks' wages on the understanding that the clerks will push their products only. The league made a canvass of its members, who represent every important branch of manufacture and distribution and the result of the survey revealed that they are unanimously opposed to the practice and consider it detrimental and uneconomic. Continued investigation has convinced us that the great buying public suffers most from this practice, although until quite recently few consumers understood the situation or the extent to which their interests are being jeopardized by retailers who permit manufacturers to place 'hidden demonstrators' behind their counters. On March first the league opened its campaign to educate the public, and the public is becoming aroused."

TIPS FOR THE RETAILER

Bethlehem, Pa.

"The most exacting problem of retail store management is that of having what customers want when they want it," Thomas J. Mulvey, of the Charles Morris Price School of Advertising, Philadelphia, told the Second District Convention of the Associated Advertising Clubs of the World in Bethlehem a short time ago.

"That, of course, means efficient buying control, stockkeeping control, and stock analysis or inventory," he added.

"There is no reason today why any merchant, no matter how small or how large his store may be, should be without the efficient systems devised for these various types of control. That merchant or buyer is courting disaster who trusts to his fancied experience or intuition for the maintenance of his stock in trade. It requires daily records of how goods are going out and of how they are being replaced, and at least weekly analysis of a store's or a department's stock. This analysis and the study of its conclusions will keep the merchant on his toes to help along and to push lagging numbers, to mark down their prices, if need be, before it is too late, to get rid of style numbers in time—in a word, to keep his stock clean and his store or his department in a position to avail itself of special offerings when they occur and can be of advantage to his public.

"He can apply, if need be, to the Harvard Bureau of Business Research for information and for bulletins on these and on kindred topics. From the information so furnished he will learn how to install systems of control that will be invaluable, for they will pay for their cost may times by the mistakes they will help to obviate."

SMOKES MAY COST TEACHER JOB

Miss Helen Clark, twenty-two, a teacher in the Huber Street School, Secaucus, N. J., will have to prove to the School Board that smoking does in no way interfere with her efficiency as an instructor in the schools in order to get a contract for the next school year. She was accused of smoking cigarettes by the board last year and tendered her resignation as a teacher last November, but it was not accepted. However, the principal of the Huber Street School has recommended to the board that her contract not be renewed for the coming year because the notoriety in connection with her smoking has rendered her services of little value to the school.

Man to Man

ROI-TAN

A cigar you'll like

Day after day the well deserved popularity of this famous, quality cigar is spreading from man-to-man. Dealers who have identified their stores with the nation-wide Roi-Tan advertising campaign are talking in terms of profit.

How about your neighborhood? Who's cashing in on the Roi-Tan prestige there? With Roi-Tan window posters and counter displays you can win this steady trade of satisfied customers for yourself.

All popular shapes
10c to 3 for 50c

AMERICAN CIGAR COMPANY

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE
Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."
Loudon Mfg. Co. Grand Rapids, Mich.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO.,
Third and Lock Streets, Cincinnati, Ohio.

NIC. ALTHAUS CO
MANUFACTURERS OF
CEDAR, RAW AND PLANING MILLS
CIGAR BOXES
LABELS, RIBBONS & CIGAR MAKERS SUPPLIES
ESTABLISHED 1875.
TEL. 4270 LEXINGTON
637-641 EAST 17 ST.
NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars $2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

VAN RU:—44,261. For cigars. June 17, 1925. Hauson Cigar Co., Chicago, Ill.

NORTHERN PACIFIC EXTRA SPECIAL:—44,262. For cigars. May 22, 1925. Baum Cigar Co., New Orleans, La.

MELOGEM:—44,260. For cigars, cigarettes and tobacco. June 13, 1925. W. W. Kohler, Yoe, Pa.

MEMORIAL SQUARE:—44,200. For cigars. May 8, 1925. City Cigar Co., Baltimore, Md.

FLORIDA CRACKER:—44,201. For cigars. April 22, 1925. W. H. Streeter, Tampa, Fla.

THE TITLE HOLDER:—44,251. For cigars, cigarettes and tobacco. June 6, 1925. Roig & Langsdorf, Inc., Philadelphia, Pa.

SOROSIS:—44,256. For cigars. May 21, 1925. Garcia y Vega. New York, N. Y.

ROBERT FULTON HIGHWAY:—44,257. For cigars. June 11, 1925. H. L. Haines & Co., Red Lion, Pa.

TRANSFERS

FLOWER GARCIA:—42,429 (Tobacco Merchants Association), and **26,369** (U. S. Patent Office). For cigars. Registered January 23, 1922, and September 11, 1923, respectively by M. & D. Dastin, New York, N. Y. Transferred to Jose Lorente, New York, N. Y., April 24, 1925.

HERCO:—28,137 (Trade-Mark Record). For cigars. Registered March 14, 1903, by Petre, Schmidt & Bergmann New York, N. Y. Transferred to George Schlegel, Inc., New York, N. Y., and re-transferred to Horace E. Rost & Co., Dallastown, Pa., May 6, 1925.

CUBAN PRIZE:—24,347 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered April 27, 1912, by the Moehle Litho. Co., Brooklyn, N. Y. Transferred to the Ginsburg Cigar Co., Davenport, Iowa, September 29, 1922, and re-transferred to Inter-State Cigar Co., Davenport, Iowa, April 6, 1925.

LA FETE:—5890 (Trade-Mark Record). Registered July 15, 1889. For cigars. Geo. Schlegel, New York, N. Y. Transferred to the American Beauty Cigar Co., Toronto, Ohio, June 8, 1925.

LA FLOR DE ROBERT FULTON:—3056 (U. S. Tobacco Journal). For cigars. Registered January 9, 1885, by Witsch & Schmitt, New York, N. Y. Transferred by the American Litho. Co., New York, N. Y., successors to Witsch & Schmitt, to H. L. Haines & Co., Red Lion, Pa., April 6, 1925.

EL PROVENZA:—32,490 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered December 31, 1906, by Heywood, Strasser & Voigt Litho. Co., New York, N. Y. Transferred to Silberman & Gast, Chester, Pa., June 12, 1925.

EL RADIO:—17,002 (Trade-Mark Record). For cigars. Registered August 21, 1896, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred to Gans Bros., New York, N. Y., June 2, 1908 and re-transferred by Gans Cigar Co., Inc., New York, N. Y., to D. W. Cigar Co., Wilson, N. C.

GOVERNOR CLINTON:—17,375 (U. S. Tobacco Journal). For cigars. Registered May 21, 1896, by L. E. Neumann & Co., N. Y. Transferred to Simpson Cigar & Tobacco Co., Kingston, N. Y., June 22, 1925.

IN RE TAX REDUCTION

To the Cigar Trade:

As you undoubtedly know, following the recommendation of President Jesse A. Bloch, at our recent Washington convention, a resolution was unanimously adopted to inaugurate a campaign to secure a reduction of the taxe rates on cigars.

Needless to say, the T. M. A. is already actively engaged in perfecting its plans for such tax reduction campaign, and will be thoroughly prepared, when the proper time comes, to use all possible energy and strength at its command to secure the desired end.

However, Congress will not convene until next December, while the Ways and Means Committee of the House of Representatives, which is to meet in advance of the regular session, will not begin its work on the new tax bill until October 19th.

Under these circumstances, it is believed that the present would be a most opportune time to sound out the sentiment of the cigar trade and get their views on the subject.

With this object in view, we hope that you will take this as a direct invitation to you for an expression of your views or suggestions on this subject matter, with assurances that all views and suggestions with which we may be favored will receive most thoughtful consideration.

TOBACCO MERCHANTS ASSOCIATION OF THE U. S.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
After all nothing satisfies like a good cigar
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

The Standards of America

Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

NICKELS AND DIMES

They can be Coaxed into the Cash Register.
Woolworth Made Millions out of 'em.
He Capitalized the Nickel and Dime Business
And put up the Tallest Building in the World.

What are You Putting Up?

Staple Brands of Manila Cigars at Fair Prices will Attract a stream of Nickels and Dimes to your Door.

Wide-awake Dealers have Cashed in on this trade by Taking on a Good Manila Line and Growing with the Brand.

Fair Prices and Good Profits

Manila is Delivering to the Market Cigars of excellent Workmanship, light colors, hand-made long-filled in Class A.

The best Cigars at the price that ever came from the Islands.

Our Class B and Class C cigars Challenge Comparison.

Write for list of Importers and Factory Agents

MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - NEW YORK

JULY 15, 1925

VOLUME 45 No. 14

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U. S. Department of Agriculture

THE TOBACCO WORLD

There has been no abatement in the use and popularity of Genuine Spanish Cedar for CIGAR BOXES.

No manufacturer who considers the Quality of his Cigars of importance, can afford to use any containers other than SPANISH CEDAR CIGAR BOXES.

Genuine Spanish Cedar Cigar Boxes
are best for Service,
are best for Appearance,
are best for Winning and holding
the confidence of the Smoker.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Smokers Prefer To Choose Cigars From Wooden Boxes

THE smoker wants to see the whole length of a cigar in the box. He wants to compare the shape, size and color of the various brands shown him. This the wooden box invites him to do without handling.

The smoker also appreciates the cleanliness feature which wooden boxes encourage. Knowing that he selects without handling he reasons that others before him have done likewise.

Wooden Cigar Boxes Are Superior Because of These Six Reasons

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes

MURIEL

The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

FRESH

BIGGER

BETTER

made good

LA PALINA CIGAR

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.

WINDSOR After all nothing satisfies like a good cigar PENNA.

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

Wolverine
CIGAR MACHINES

BUNCH BREAKERS
CIGAR PACKERS
BUNDLE PACKERS
ROUND CAN PACKERS

PULTE-KORRECK MACHINE CO.

231 233 IONIA AVE N W
GRAND RAPIDS MICH

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"

OPTIMO CIGARS
VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

STRIPPING MACHINES WANTED

WE CAN USE A NUMBER OF SECOND-HAND UNIVERSAL STRIPPING MACHINES NUMBERED ABOVE 1765 AT $100 EACH.

IF INTERESTED LET US KNOW HOW MANY YOU HAVE FOR SALE AND THE NUMBER OF EACH MACHINE. ADDRESS BOX 483, "The TOBACCO WORLD."

SUPERINTENDENT WANTED FOR CIGAR FACTORY IN Key West, Fla., producing 100,000 cigars per day. State age, experience and salary expected. Address Box 484, "The Tobacco World."

LADY PACKER FOREMAN WANTED FOR FLORIDA factory. Must be able to band, pack, foil and teach. State age, experience and salary expected. Address Box 485, "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 45 JULY 15, 1925 No. 14

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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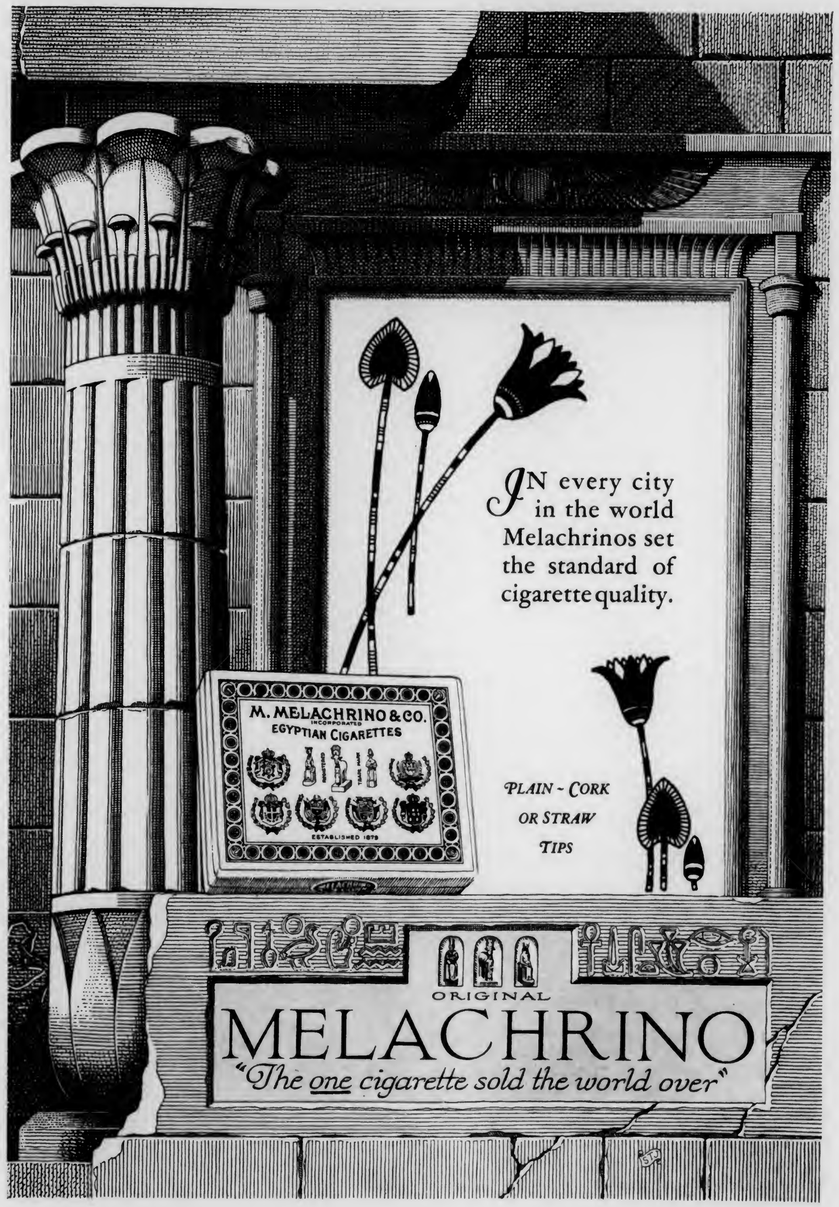
PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY


IN every city in the world Melachrinos set the standard of cigarette quality.
M. MELACHRINO & CO.
INCORPORATED
EGYPTIAN CIGARETTES
ESTABLISHED 1879
PLAIN - CORK OR STRAW TIPS
ORIGINAL
MELACHRINO
"The one cigarette sold the world over"

Volume 45

THE TOBACCO WORLD

Number 14

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JULY 15, 1925 Foreign $3.50

CASE AGAINST AMERICAN TOBACCO COMPANY DROPPED

Washington, July 10.

Three Pennsylvania firms were among those named in complaints of tobacco price-fixing dismissed yesterday by the Federal Trade Commission. Ten complaints had been made.

The American Tobacco Company was named in connection with jobbers of Milwaukee, Chattanooga, Kansas City, Pittsburgh, Erie, Columbus, the Pacific Coast, Wilkes-Barre and New England and Columbus and West Virginia wholesale grocers.

Commissioners Thompson and Nugent will file a memorandum of dissent to the issuance of the orders.

The commission's order states that the practices complained of ceased early in 1922 and contains a portion of a letter from the American Tobacco Company, dated March 10, 1925, which states that "they (referring to the various cases) were never started until after the American Tobacco Company had ceased all activities, proper or improper, which are complained of."

"In view of the foregoing facts and considerations the commission is of the opinion that the public interest would not be served by a further prosecution of these complaints," the order adds, "and they are therefore dismissed without prejudice to future action by the commission should the practices complained of, or practices similar thereto, be resumed by any of the respondents."

EISENLOHR STOCK ADMITTED TO CURB

Two hundred and forty thousand shares of common stock of Otto Eisenlohr & Brothers, Incorporated, par $25, have been admitted to trading on the New York Curb Market Association.

THIEVES MAKE BIG TOBACCO HAUL

West Chester, July 6.

Early today burglars forced a rear basement door of the United Cigar Store here, operated by Ralph Hoopes, and got away with more than $200 in cash, as well as tobacco, cigars, cigarettes and other goods to the amount of several hundred dollars.

DIVIDENDS DECLARED

General Cigar Company, quarterly $2 on common, payable August 1 to stock of record July 22; $1.75 quarterly on preferred, payable September 1 to stock of record August 24, and $1.75 on debenture preferred, payable October 1 to stock of record September 24.

T. M. A. DIRECTORS TO MEET AFTER LABOR DAY

The following announcement was issued by Managing Director Charles Dushkind of the T. M. A.

Due to unavoidable causes, coupled with the extremely hot spell, it was entirely inexpedient to hold the usual post-convention meeting of our board of directors in the earlier part of June as originally planned.

On the other hand, it would seem too exacting to call on the members of our board, particularly those residing at distant points, to attend a meeting during the summer months, thus possibly interfering with their summer vacationing, etc.

Accordingly, I have been authorized by our president to announce that this deferred meeting of our board for the election of officers will be called for shortly after Labor Day, and that in due time a formal call for that purpose will be issued.

BINGO!! WDC NOVELTY PIPE

Bingo, that's the very snappy name which William Demuth & Company, has given to its very snappy new novelty pipe. This pipe is of the torpedo or cigar shape and as a fifty-cent item should prove a tremendously popular number.

The "Bingo" pipe has certain definite advantages over other pipes of this general type. In the first place it has a one-piece genuine Italian Briar bowl which eliminates all of the disadvantages of the two-piece bowl. It has the tobacco hole at the top which makes it easy to light the pipe, and as the hole is open there is always a free and ready draft so that the pipe will stay lit. It is flush mounted with a rubber push bit. The finish of the bowl is exceptionally fine for a fifty-cent item, and the shape of the "Bingo" is perfect. *It has slender graceful lines and is thin enough to fit into the vest pocket like a fountain pen.*

The concensus of opinion among the trade is that the time is opportune now to push this number during the outdoor vacation season. Those dealers who have seen the "Bingo" are enthusiastic about the possibilities of this pipe, and welcome this article as a sure-fire business-getter.

William Demuth & Company will be glad to submit a sample of the "Bingo" pipe packed one dozen to the box with a very attractive easel back display card to hold two pipes with every dozen, to any *bona fide* jobber promptly on request.

EDITORIAL COMMENT

THE house organ of the United Cigar Stores, *The United Shield*, always contains a lot of valuable suggestions and the clerks who are indifferent to them do not belong behind a counter.

Says *The United Shield*, "The great secret of being a good salesman is the knowledge of the cigars you sell and of cigars generally." And further in the article, "Know the difference between Havana, Sumatra, Porto Rican, Shadegrown and Java, and in the different types of fillers."

It is a sad commentary but none the less true that the majority of men behind the counter do not know what kind of merchandise they are selling. If you doubt it, the next time you stop in a cigar store ask the clerk for a good clear Havana cigar. In the first place, if you are off the beaten track of trade the chances are that he does not have a clear Havana brand in stock, and you will be amused at the brands he offers as clear Havana. If he does carry a brand of clear Havanas he will probably offer several others that are not.

Some years ago a "United" clerk told us a story that illustrates the mental processes of the average cigar smoker. A customer came into his store, pointed to a box in the case and said, "Give me some of those clear Havanas." The clerk brought the box out. The brand was a nationally known one of the shadegrown type. As he passed the box toward the customer he remarked, "It is a fine cigar but it is not clear Havana." The customer looked in amazement. "Why, I have been buying these cigars from a certain store for six months and the clerk told me they were clear Havana. I will never buy another cigar in that store. Put these cigars back and give me a genuine Havana cigar."

Now, the smoker didn't know the difference himself but he felt that his cigar dealer had taken advantage of him. The sequel was that a day or so later the same customer stepped back and stated that the clear Havana did not appeal to his taste, and he bought a box of the shadegrown brand that he had been smoking.

The cigar suited the smoker but simply because some retailer did not know his merchandise, he lost a customer.

No clerk can create new customers unless he can satisfy their desires. Undoubtedly many cigar smokers are lost simply because when they stop in a store and ask for a certain type of cigar the clerk hands them something else. The clerk doesn't do it deliberately but he does it nevertheless simply because he does not know the kind of merchandise he has to sell.

This condition has no doubt been encouraged by the promiscuous use of such legends as "Fine Habana" and other misleading titles. The American Fair Trade League is helping to clear up this situation and it is doing a good work for the cigar industry.

However, the fact remains that the proprietor or clerk who serves cigars to the public ought to know what he is selling. You will seldom trip a "United" clerk on the type of various cigar brands he has to sell, but you can do it with ease at the vast majority of independent cigar counters anywhere in the United States.

IT PAYS TO ADVERTISE

"The only chap that has reason to say that times are bad is the one who fails to take advantage of the God-given opportunities that are on every hand," Walter B. Winstock, of the *Evening Bulletin*, Philadelphia, asserted, at the Second District Convention of the Associated Advertising Clubs, a short time ago.

Mr. Winstock cited ten rules for business success:

1. Keep up with the times.
2. Do not try to do everything yourself.
3. Take time for exercise and relaxation.
4. Maintain efficiency by developing competent help.
5. Do not permit system to run into red tape.
6. Do not practice cheese-paring economy.
7. Do little things that are worth while.
8. Develop your capacity for large things by avoiding the pitfalls of detail.
9. Take a frequent inventory of yourself, your workers, your stock and last, but not least—
10. Be a regular and consistent advertiser.

The speaker pointed out that, although some stores go to a great deal of expense to prepare good advertisements, frequently they choose the wrong medium through which to present their message to the public.

"To make money you must go where money is, and to do the largest business you must advertise in the newspaper that has the largest reading clientele.

"If you and I knew where the next purchaser was coming from there would be no need for advertising. The millionaire and the man with a high rating is not as a rule the best prospect for the retailer. The mass of retail business is done with regular folks. Folks who scan the advertisements to tell them where they can buy their clothes, their foods, their necessities and their luxuries at the lowest price and to the best advantage.

"In Philadelphia it is the man who lives in the two-story house who decides who is to be the next mayor. It is the man in the two-story house who eats the most food, who wears most clothes, who has the most children, who buys the most furniture, who wears out the most shoes, who buys the most hats and who buys the most automobiles. Henry Ford, when he started to make a low-priced car within the reach of the many and then advertised it regularly and consistently to the masses, is the man who has shown every retailer how to make money.

"Here in America where there is opportunity on every hand, the factory worker of today is the plant owner tomorrow.

"The trolley rider becomes the driver of a fine car. The wearer of cotton stockings graduates into the silk stocking class. The beef eater reaches out for *pate de foies gras* and enjoys strawberries in winter."

PHILADELPHIA.

THIEF AND CIGARETTE START FIRE

A robber entered the home of C. H. Mann, at 903 Clinton Street, yesterday, and after ransacking the house went to sleep in a bedroom on the second floor with a lighted cigarette in his hand. The bed became ignited and fire spread through the house.

Mr. Mann and his family are traveling in Europe and have been away since May.

The fire was discovered by Mrs. J. H. Shinn, of 909 Clinton Street, who, awakened by an explosion which shook the neighborhood of Thirteenth and Spruce Streets, saw a glare in the windows of the Mann home. She called firemen.

The value of the things taken by the thief, who escaped, could not be determined. The damage from fire was estimated at $1000.

J. OGUSH A VISITOR

J. Ogush, "Blackstone" booster, was here a short time ago working in the interest of "Blackstone" in conjunction with Dasel, Goodloe & Company, their local distributors. Joe left his car on Third Street for a short time while he visited some of the retailers in the vicinity, but he left it on the wrong side of the street, and when we happened to pass that way there was a copper watchfully waiting for Joe to reappear. We sincerely hope he got tired of waiting.

CHESTNUT STREET DEALER MOVES

Owing to plans for a new building for Gimbel Brothers department store, D. Moldolfsky, who was formerly located at 827 Chestnut Street, has been forced to vacate his store and has moved to Fifteenth and Race Streets. The store at 39 South Ninth Street, is also on the premises which will be occupied by the new building and will be forced to vacate.

SCHOENFELD & McANINELY TO MOVE

The firm of Schoenfeld & McAninely, tobacco jobbers at 6006 Market Street, have purchased the building located at 6002 Market Street, and will move to their new location as soon as the present leases expire, where they will be better able to take care of the increase in their business.

NEW LOCKTITE CIGARETTE CASE

A new leather Locktite cigarette case has been placed on the market by the F. S. Mills Company, manufacturers of the Locktite tobacco pouch. The new case has the familiar Locktite feature and will hold any twenty to the package cigarette. The new case is very attractive and prevents the cigarettes being crushed in the pocket.

NEWMAN RETURNS FROM TRIP

A. Joseph Newman, sales manager for Bayuk Cigars, Incorporated, has returned to his desk at Third and Spruce Streets, after a trip through New York State and Ohio, visiting the distributors of Bayuk products. He reports satisfactory business conditions throughout the territory visited.

WILLIS ANDRUSS BACK

Willis Andruss, sales manager for The Congress Cigar Company, has returned from a visit through the Middle West and reports that distribution on "La Palina" is showing a gratifying increase in that section.

WESLEY PIKE REPORTS

Wesley Pike, of Bobrow Brothers, Incorporated, returned from his visit to middle western jobbers a short time ago, and stated that business was showing improvement in that territory on "Bold" and "Topic."

PERCIVAL HILL HONORED BY FRANCE

According to recent cable dispatches from Paris, President Poincare has signed a decree conferring on Percival S. Hill, president of The American Tobacco Company, the honor of an appointment as an officer of the French Legion of Honor.

WHITTET NOW PRESIDENT OF MI LOLA

According to advices from Milwaukee, Lawrence Whittet has been elected president of the Mi Lola Cigar Company, to fill the position recently made vacant by the death of Emanuel L. Philipp. Mr. Whittet is administrator of the estate of Mr. Philipp and also has several other large business interests in the city of Milwaukee.

CARRINGTON PRESIDENT OF TOBACCO ASSOCIATION

At the twenty-fifth annual convention of the Tobacco Association of the United States, held in Norfolk, Va., on June 25 to 27, A. B. Carrington, of Danville, was elected president to succeed T. M. Carrington, who has been president of the association for the past twenty-four years.

The convention was well attended and an excellent program was provided for the entertainment of the guests.

CONNECTICUT VALLEY RE-ELECTS OFFICERS

At the meeting of the Connecticut Valley Tobacco Association held at Hartford, Conn., all the officers for the past year were re-elected for the ensuing year.

The officers are: President, Joseph W. Alsop; Vice-President, Levi P. M. Hickey; Vice-President, M. Larkin Prouix; Secretary, William F. Whitmore; Treasurer, Arthur E. Nelson. The Executive Committee consists of the president, vice-presidents, Nathan D. Prince and William H. Myers.

GILLEN RESIGNS FROM KAUFFMANN BROTHERS & BONDY

Edward J. Gillen, who has been with the well-known pipe house of Kauffmann Brothers & Bondy, New York City, for a great number of years, has resigned from the company to enter another line of business.

Mr. Gillen has made many good friends in the trade who are sorry to miss his pleasant visits, but they are unanimous in wishing him all success in his new venture.

NO CIGARETTE ADVERTISING IN UTAH

According to Attorney General Harvey L. Cluff of Utah, in an opinion just handed down, the law forbidding the advertising of tobacco in any form in the State of Utah, in any medium except in newspapers, is valid. A test case was brought in the District Court at Ogden, and in his opinion the Attorney General stated that nothing in the act shall be construed so as to permit the advertising of cigarettes.

SCHULTE TO INCREASE CAPITAL

Schulte Retail Stores will increase its common capital stock from 375,000 to 412,500 shares, no par value, and offer holders the right to subscribe to one new share for each ten shares held, at $100 a share.

SCHUBERT VISITS NEW YORK

Robert Schubert, leaf tobacco dealer of Boston, was a visitor in New York City last week picking up a supply of leaf tobacco. Mr. Schubert was formerly located in New York City but moved to Boston a short time ago.

TOBACCO ACREAGE LESS

A decrease of about 18,000 acres in tobacco planting this season is estimated by the Department of Agriculture. Bright flue-cured of the Eastern seaboard and dark-fired of Tennessee and Kentucky show increases, but they are offset by decreases elsewhere and in other types.

AN INTERESTING BOOKLET

Training foremen is the subject of the latest report published by the Metropolitan Life Insurance Company's Policyholders' Service Bureau.

Few foremen appreciate what important factors they are in the lives of those whom they supervise. The report shows how foremen can make a day fruitful or barren.

The report deals with foremen as the key men or link between management and employees. Their part in reducing labor turnover—promoting and maintaining cooperation of men—cutting costs—and eliminating waste—is emphasized! There is much to be gained by training foremen to do these things—gains for the workers and gains for the management.

The report outlines subjects recognized as valuable for foremen training and gives a description of the best methods of teaching them. The foremen training practices of nine nationally known companies are described.

Copies may be secured, without obligation, by writing to the Policyholders' Service Bureau, Metropolitan Life Insurance Company, New York. Ask for "Training Key Men in Industry."

PERU ENCOURAGES THE EXPORTATION OF TOBACCO

A report from Commercial Attache MacKenzie to the Department of Commerce states that by a Peruvian decree of May 6, 1925, tobacco may be planted in quantities greater than that previously authorized by the Government Tobacco Monopoly, provided the excess production over that amount be exported. Measures are provided to assure that such exportation takes place within ninety days following the completion of the harvest. At the present time no tobacco is exported from Peru and as fairly good tobacco is produced there, an export trade is expected to develop.

SAFETY PIPE GETS PATENT

The Safety Pipe, Incorporated, announces that they have been granted Patent No. 1,543,302 on their "Safe-Tee" pipe and dealers are warned to be sure when purchasing pipes of this design they are getting the genuine "Safe-Tee" pipe, as all infringements will be vigorously prosecuted.

FABER, COE & GREGG TO DISTRIBUTE "ZAPHIRO"

Announcement is made that the "Zaphiro" cigarette, made by A. Zaphiro & Company, has been taken on by Faber, Coe & Gregg, and will be distributed by them in the future.

NEW JOBBER FOR DETROIT

A new tobacco jobbing firm has been organized in Detroit with a capital of $15,000. The new firm is known as A. C. Courville & Company, with headquarters at 4423 Grand River Avenue.

GERIATRIC CIGAR COMPANY IN DIFFICULTY

A petition in bankruptcy has been filed by the Elm Leaf Tobacco Company, Newfield & Company, and J. Holzman against the Geriatric Cigar Company, of 79 Park Place, New York City. Liabilities are listed at $11,000, with assets of $1000.

CREDIT ASSOCIATION SUSPENDS SERVICES

The Tobacco Products Credit Association has notified its members, through a circular letter mailed a short time ago, that it has become necessary for the association to suspend services due to a lack of support from the tobacco industry.

Mr. Berman states in his letter that: "For the past three years, we rendered a specialized credit service exclusively for the tobacco trade. The price was really too cheap for the information and service furnished, but it was satisfactory to those availing themselves thereof.

"We could not interest enough of the trade to become members. We obtained the subscriptions only of about 150 firms but expected to interest the manufacturers whose field is greater than the tobacco dealers. We were unsuccessful in that. The field of tobacco dealers is very limited and getting to be more so. Conditions in the trade at present are not the best, and we can see no early improvement. In fact, of the firms who subscribed, about two-thirds dropped out for various reasons. Some failed, others went out of business, firms merged, other felt they did not get complete information on account of the lack of co-operation, some could not afford to pay for the service, etc. In one tobacco market alone, of about twenty firms, practically all dropped out.

"It is really unfortunate that the tobacco trade cannot support an organization of this kind and cooperate with it for its own benefit. Most trades have their credit organizations and full support and cooperation is given them. It is deplorable that there is such a lack of co-operation with the information exchanged and failure to subscribe to an organization of this kind."

MISS VOICE TO WED DR. TOLSTOI

Mr. and Mrs. Jacob A. Voice, of Cedarhurst, Long Island, announce the engagement of their daughter, Miss Cecile D. Voice, to Dr. Edward Tolstoi, of New Haven, Conn. Miss Voice is a member of the senior class at Teachers College, Columbia University and identified with settlement work, Jacob A. Voice, her father, being a member of the board of directors of the University Settlement Society.

Dr. Tolstoi was graduated from Yale College in the class of 1919 and from the Cornell Medical College in 1923. He is now assistant resident physician at the New Haven Hospital and at the Department of Internal Medicine at Yale University.

No date has been set for the wedding.

FRED GRIFFIN RETURNS FROM VACATION

Fred B. Griffin, general manager of the Connecticut Valley Co-operative Tobacco Association, has returned to his desk in Hartford, Conn., after an extended vacation on the Pacific Coast. Mr. Griffin was accompanied by Mrs. Griffin while away, and attended the Shriners' Convention in Oregon.

E. A. KLINE DECISION

In the case of The People v. E. A. Kline, manufacturer of the "Medalist" cigar, in which Mr. Kline is charged with misbranding, a New York City magistrate handed down an opinion a short time ago in which he stated that he had gone carefully over the evidence presented and that he was satisfied that the defendant had violated Section 421 of The Penal Law and that he should be held to answer for trial at special sessions.

CANADIAN TOBACCO INDUSTRY COMES UP SMILING

By Earle W. Gage, Ashville, N. Y.

A great many people in the tobacco industry still persist in thinking of Canada as a land only of snowballs, fur whiskers and mounted police, where polar bears roam over vast areas in unrestricted joy. When these people consider the recent report showing production, compared with previous annual figures, revealing a healthy growth of an old industry, possibly they will change their opinion, and permit their thoughts of that vast domain to the north of us to "thaw out" a bit.

All evidence tends to indicate that the Canadian tobacco industry is making steady progress, developing into an activity of first importance, yearly achieving a more extensive popularity and trade.

Various factors are contributing to this state. Tobacco growing in Canada is past the experimental stage, having been for years a demonstrated success, and the assured adaptability of widely separated districts of Canada to its cultivation. The domestic market is steadily increasing, while not a little interest had been exhibited abroad in the Canadian produced leaf. One of the largest British importers and manufacturers visited Canada recently to make purchases of the 1924 crop for his firm, and said: "Canadian tobacco is the best produced in any part of the British Empire." All of which indicates a wholesome future for the industry.

The 1924 production figures, recently compiled by government departments, show production in Ontario and Quebec, as 18,710,740 pounds grown on 21,317 acres. The total acreage planted in Ontario was 13,273, which yielded 12,135,000 pounds, and in Quebec 8044 acres, yielding 6,575,740 pounds.

The Ontario crop is divided into burley tobacco grown on 5133 acres, yielding an average of 1025 pounds per acre, and a total of 5,261,000 pounds; flue cured on 6849 acres, with an average of 800 pounds per acre, and a total of 5,479,000 pounds; Green River on 1091 acres, producing 1050 pounds per acre, and a total of 1,145,000 pounds; and other varieties on 200 acres, yielding an average of 1250 pounds per acre, with a total yield of 250,000 pounds.

Cigar tobacco is by far the most important item in the Quebec crop, being produced on 3551 acres, with an average yield of 870 pounds and a total production of 3,089,370 pounds. Large pipe tobacco follows with 2399 acres planted, yielding 950 pounds per acre, or a total of 2,279,050 pounds. Small pipe tobacco was planted on 1888 acres, with an average yield of 550 pounds per acre, and a total of 1,038,400 pounds. Miscellaneous varieties on 206 acres, returned an average of 820 pounds per acre, and a total production of 168,920 pounds.

That the industry is enjoying a wholesome expansion is shown by the fact that the value of these products exported for the last calendar year was nearly double those of the previous year. The value of tobacco of all kinds exported in the calendar years 1922, 1923 and 1924 has been respectively, $293,933, $255,225, and $601,868. The increase may be attributed in a large measure to the growing volume and value of unmanufactured tobacco, this jumping from 1,247,725 pounds, worth $241,616 in 1923, to 2,820,214 pounds, worth $492,925, in 1924. At the same time, the export of tobacco stems and cuttings increased from 2498 cwt. worth $7881 to 5310 cwt. worth $12,726.

The unmanufactured tobacco goes chiefly to the United Kingdom, which accounts for more than half of Canada's export. The United States is also a heavy purchaser, taking nearly one-third of the quantity going to the British Isles. Other countries importing unmanufactured tobacco are Belgium, Denmark, Germany and Italy. Cigars exported to the extent of 1438 pounds worth $4657 in 1924 went to the United Kingdom, China, Newfoundland, and other countries. Cigarettes, the exports of which amounted to 67,966 pounds, worth $33,140, went to Jamaica, British East Africa, China, Barbados, United Kingdom, United States, and other countries. Plug twist tobacco went to the United Kingdom, United States and other countries to the extent of 7515 pounds, valued at $5454.

Although Ontario and Quebec are the principal producing centers, tobacco culture has been adopted by the Okanagan Valley of British Columbia, in the Kelowna section, and the irrigated districts of southern Alberta, while the culture of the weed has been successfully carried on in test plots in Saskatchewan and Manitoba, showing a wide adaptability and climatic condition prevailing for a broadened industry when demand arises.

That there is no limit in Western Canada where tobacco may be grown seems to be attested by the experience of J. J. Malone, of Mirror Landing, Alberta, located well north of the fifty-fifth degree. Mr. Malone grows all his own tobacco and has done so for several years, having never experienced any difficulty in handling the crop. The fact that this often-thought-of delicate plant may be grown in this northern section is accounted by the fact that the tempering Japan current has a very direct influence upon the climatic conditions of a vast territory, hundreds of miles north of the international boundary line, and immediately hugging what we think of as the Arctic region.

The tobacco manufacturing industry of Canada is mainly confined to the province of Quebec where it is to be found thriving in many parts. The latest government returns of this industry shows us that there were 142 factories, of which 108 were manufacturing cigars and cigarettes as the chief product, and the remaining thirty-four plants engaged principally in the production of smoking and chewing tobacco and snuff. Quebec has seventy-five factories, producing over fifty per cent. of all tobacco products finished in Canada. Ontario is second with forty-six plants, producing 32.4 per cent., while British Columbia, on the Pacific, takes third place with thirteen establishments, turning out slightly less than 10 per cent. of the total product. There are a few factories in Prince Edward Island, Manitoba, Alberta, New Brunswick, and Nova Scotia. The total capital invested aggregates about $50,000,000, and the value of the annual production $70,000,000.

However, sturdy Jack Canuke depends upon other lands for much of his smoking and chewing tobacco, either because he does not favor the flavor of domestic goods, or because not enough is produced at home to meet his need. Last year Canada imported tobacco to the extent of 10,816,179 pounds, worth $5,217,548. The largest item in this was unmanufactured tobacco amounting to 10,458,053 pounds, valued at $4,385,202. Imports of cigars amounted to 13,873 pounds, worth $97,369; cigarettes, 33,220 pounds, worth $116,692; snuff, 4241 pounds, worth $7932; and cut tobacco, 247,158 pounds, worth $490,409.

From these figures it can be readily appreciated that considerable scope exists in the present situation for a healthy expansion of tobacco growing in Canada. The imports amounted to more than half the value of Canada's last year's crop.

THE HAVANA CIGAR CAMPAIGN

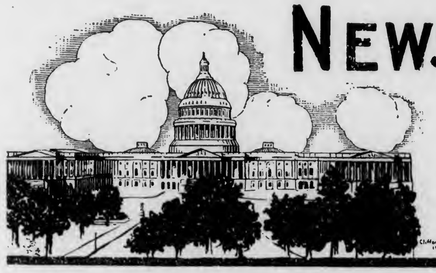
Great good must certainly eventuate from the intensive propaganda campaign which has been so ably launched on behalf of the Havana Importers' Committee. Admirably led up to by the Havana Luncheon at the Tobacco Exhibition at Olympia, it has now got fairly into its stride, and it will not be long before tobacconists and cigar merchants find their customers almost as well posted on Havana matters as they are themselves, while "Life's Little Habits," the caption of the propaganda advertisements, to appear in the leading newspapers and magazines, is calculated to have a distinct colloquial interest in the train and in the club-room. Moreover, the genius of Gilbert Frankau has been suitably invoked, and a *brochure* from his pen is to be broadcast among potential cigar smokers. Its title is "A Distinct Type of Man," and readers may rest assured that it will act as a powerful sales aid for Havana cigars. Over 200,000 letters of a most telling character have been sent to business men, and intelligent dealers who will recognize the advantages likely to accrue to themselves from this enterprising propaganda can help in it by obtaining such free sales aids as artistic book-matches, ready-to-use advertisements, counter show cards, etc., from the Dorland Agency, Ltd., 14 Regent Street, S. W. 1., the official propaganda agents to the Havana Importers' Committee.—(*Tobacco World*, London.)

CIGAR BANDS

A gentleman, who confesses that he is an invete rate smoker of Havana cigars, regards cigar bands as a deep mystery. He states, in a letter to the *Westminster Gazette*, that his tobacconist has assured him that they are merely for ornament. He feels there must be a better reason, and still wonders why the bands he so frequently takes off should ever be put on. If he looked at the advertisement appearing in some of the papers asking for smokers to look for "La Corona" on the band, he would find he was right in feeling that there must be a better reason than ornament for the presence of the bands. They are used for identification purposes, and were introduced many years ago by the Havana manufacturers in consultation with importers on this side. Originally Havana cigars had no bands 'round them: some have none now. The origin of this labeling of the individual cigars was the awakening of the manufacturers to the importance of goodwill, and the branding, so to speak, of each individual cigar as well as using brands on the boxes. The bands are a nuisance in themselves, as every cigar smoker knows, but they are a link between the manufacturer and the smoker, which binds the latter to the brand, if the cigar is good, the purpose of the manufacturer in using a ring 'round his cigars being thereby served.—(*Tobacco*, London.)

THE WHEREWITHAL

There is absolutely no reason for decreased consumption other than a lack of the wherewithal to purchase. Tobacco is really very reasonable in price, considering the decreases of everything else and high working costs, and the market has been literally flooded with cigarettes at popular prices, so that there is every inducement to the public to buy.—(*Tobacco World*, London.)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

1923 Was Record Year for Tobacco Production

THE world tobacco production for 1923 was a record crop amounting to approximately 3,977,000,000 pounds, it is declared in that section of Commerce Yearbook for 1924, just published by the Department of Commerce, devoted to the tobacco industry. The production for 1924, however, was considerably less, the crop in the United States amounting to 1,242,623,000 pounds, as compared with 1,515,110,000 pounds in 1923, the greatest crop in our history save that in 1920.

Cigar production in 1924 reached 71,000,000,000 surpassing the peak of 1923 by 4,300,000,000, while the number of cigars manufactured declined slightly and there was no change in the total for other manufactured tobacco. Exports of tobacco from the United States amounted to 575,398,000 pounds, exceeding the exports for any year except 1919. Cigarette exportation, however, decreased 14 per cent.

"Although 1923 was a highly satisfactory year for the tobacco industry as a whole," it is commented, "there were large stocks from the harvests of 1922 and previous years carried over into 1924. Generally speaking, the bulk of the carry-over in the United States was of a character little short of medium and that held outside of the United States was an overstock of fair character gathered by those who were speculating in anticipation of a rising market.

"Generally speaking, the tobacco trade of the last few years has been very satisfactory. Stocks of tobaccos in America have gradually increased but tobacco has nevertheless advanced in value. Europe, not looking with favor upon this condition, has increased plantings of tobacco. In many instances, the Europeans have not been successful either in producing a good quality of tobacco or in bringing about any serious curtailment of the use of American tobacco. No other country can produce tobacco equal to our higher grades."

A total of ten pages are devoted to the tobacco industry in the Yearbook for 1924, giving a complete resume of the situation, as regarding both domestic and world production, consumption, exports and imports, prices, etc.

Chinese Boycott American Cigarettes

The assistance of the State Department in overcoming the effects of a boycott which, it is said, is being waged against American-made cigarettes by the Chinese, has been sought by a number of domestic producers and tobacco growers. Members of Congress are also being appealed to and Senator F. M. Simmons is looking into the matter on behalf of the Wilson, North Carolina, Tobacco Board of Trade in an effort to determine just what can be done.

At the State Department it was declared that various complaints of this character have been received, but there has been no official confirmation from the field and in the absence of official advices, the Department has declined to make any comment at this time.

In a letter to Senator Simmons a committee of the Wilson Tobacco Board of Trade, consisting of H. G. Whitehead, R. P. Watson, and J. C. Eagles, stated they are reliably informed that cigarettes manufactured in China and America by the British-American Tobacco Company and sold on the Chinese market are being boycotted. If this condition continues, they fear, prices for the North Carolina tobacco crop now growing, which will be ready for market within the next sixty days, will be seriously affected, inasmuch as a large percentage of the tobacco used in the manufacture of these cigarettes is grown and marketed in the Tar Heel State.

The British-American Tobacco Company is owned and operated by British and American financial interests. Records of sales of tobacco on the various markets of North Carolina will probably reveal the fact that their annual purchases will approximate 30 per cent. of all the bright tobacco grown in North Carolina, the committee asserts. Obviously, it adds, if this competition is removed from the market the producers will sustain a heavy loss.

Unofficial advices received here indicate that the general situation is that the Chinese are showing their disapproval of all foreigners but more particularly the British and the Japanese, and least in the case of Americans. It is said that on the basis of this friendliness United States officials abroad are making representations to the Chinese to relax any such boycott as they may be waging against the British-American Company on the ground that the effect falls heaviest upon American producers. However, it is pointed out here that if a boycott is in progress it will be a very difficult thing to overcome it being the obvious fact that it is not possible to make people buy a product they do not want or toward which they are unfriendly.

Further Increase in Postal Rates Possible

Postal receipts during the fiscal year ended June 30 last, are estimated at approximately $600,000,000, as compared with $572,000,000 in the preceding year, but it is expected that the Post Office Department will show a deficit of something like $40,000,000 on the year's work, as compared with less than $25,000,000 in the fiscal year 1924.

Price
$850
Complete

F. O. B. Factory, Newark, N. J. Time payment terms upon request.

How to Fill the 5c Cigar Demand at a Profit

THE trend back to the nickel cigar has already been felt by many manufacturers. This growing demand has brought them face to face with the perplexing problem, "How to Produce a Nickel Cigar at a Profit."

The solution to this important problem will be found in the Universal Model L Scrap Bunch Machine.

This remarkable piece of equipment has been developed to a degree of efficiency, speed and accuracy that makes its services most necessary to cigar makers supplying the nickel cigar demand.

Price $850 complete F. O. B. Newark, N. J. Can be purchased on Time Terms with six months to complete payment. In this period this machine will pay for itself by the economies it makes possible.

Write and arrange for a demonstration.

Universal Tobacco Machine Co.
116 West 32nd Street, New York, U. S. A.

Factory: 124 Sussex Ave., Newark, N. J.

The MODEL "L" SCRAP BUNCHING MACHINE

Solves the Problem of the Cost of Making 5c Cigars

Here's how this machine will help you solve this vital problem—

—It produces 450 to 500 bunches an hour.

—Only one operator required.

—Bunches can be made at a cost of from 75c to $1.00 a thousand.

—It makes uniform, free smoking bunches.

—It works large size scrap—up to 1½ inches long.

—Any size or shape can be made on same machine.

—Both right and left hand bunches can be made on same machine.

News from Congress

(*Continued from Page 12*)

The increased postal rates, which were expected to provide additional revenue of $50,000,000 a year, will not provide anything like that amount, it is now believed, and there are prospects that the postal bill which is to be introduced in Congress at the beginning of the session, to be based upon the investigations of the special joint committee, which begin on July 20, may provide for further increases, in line with the administration's demand that the postal service pay its own way.

Business interests throughout the country are informing the joint committee of their opposition, not only to further increases but to the continuation of the present higher rates, and will submit much testimony during the course of the forthcoming hearings to show that the increases have adversely affected many lines of trade.

Survey Shows No Cause for Complaint of Economic Situation

"The American people have little right to complain about our economic situation during the year 1924," it is asserted by Secretary of Commerce Hoover in his foreword to Commerce Yearbook for 1924, just issued by the Department of Commerce.

"Even agriculture," it is declared, "has shown some partial recovery from its three years of extreme difficulty. Our industrial production was only about five per cent. less than in 1923, which was the record year in the history of the nation, but was 13 per cent. greater than in 1919. There was practically no unemployment in a distressing sense, the midsummer decrease in activity showing itself to a considerable extent in part time work."

The value of wholesale trade in 1924 was about one per cent. less than in 1923, the Yearbook shows, but this decline was apparently due wholly to lower prices, wholesale prices in December being about 10 per cent. greater than in the same month of the preceding year. Retail trade also compared favorably with 1923.

Transportation showed increasing efficiency during the year, the shipping industry improved somewhat, and our foreign trade showed an increase of ten per cent. in exports and a decrease of five per cent. in imports, as compared with 1923.

Department of Commerce to Extend Services

Plans for extension of the services rendered by the Department of Commerce are about to be put into operation, under the appropriations for the fiscal year 1926, which became available July 1, in which the department is given $135,000 more than it had last year for trade promotion work.

Ten new commercial attaches and trade commissioners will be sent abroad, to cover fields in Latin America, Europe and the Orient from which the service in the past has been incomplete. At the same time more attention will be paid to commerce within the United States than has been possible in past years, and the domestic commerce division of the bureau of foreign and domestic commerce will undertake investigations which have been contemplated for some time.

Studies of merchandising methods and commercial opportuntiies in the various trade areas of the country will be made during the coming year. Two of these studies have already been initiated, in Philadelphia and Atlanta, the former having been completed. It is planned to make studies of each of the principal trade areas, which will develop pertinent facts regarding population and activities, the trade field of the distributing center and other data which will be valuable to tobacco and other distributors.

PLANNING PROFITS IN ADVANCE

The Chamber of Commerce of the United States, in its "Principles of Business Conduct," accepted as a standard of action and practice, enunciates the following as the accepted basis of fair profit.

"The reward of business for service rendered is a fair profit plus a safe reserve, commensurate with risks involved and foresight exercised."

A fair comment on that principle would seem to be that the danger among business men is not that they will exceed what is announced to be a fair profit, but that they will fall short of it.

More business men are getting too little profit than are getting too much.

Probably more business men are getting no net profit out of the year's business than are getting even a fair profit.

Most of us think more about developing a large volume of business, large gross receipts, than about making sufficient net profit.

We think that what we get over and above all expenses is net profit, and we forget that we are entitled to receive and must obtain for our own protection not only a fair profit, but a "fair profit *plus* a safe reserve, commensurate with the risk involved."

If more business men would figure ahead and make their prices, their charges to the public, large enough to take care of the profit with its essential "plus," there would be less business failures cluttering up the commercial world every year.

(*All rights reserved.*)

EISENLOHR REDUCES VALUE OF COMMON

The stockholders of Otto Eisenlohr & Brothers, Incorporated, 932 Market Street, have unanimously adopted a resolution reducing the value of the common stock of the company from $100 to $25 per share and authorizing the officers of the company to issue to shareholders four shares of the new stock for each share of the present stock now held.

GEO. B. SCRAMBLING A VISITOR

George B. Scrambling, prominent jobber, of Cleveland, Ohio, was a visitor in Philadelphia last week, dropping in at the offices of The Congress Cigar Company, at Third and Spruce Streets. Mr. Scrambling is the "La Palina" distributor in Cleveland and vicinity.

CONNECTICUT HIT BY STORMS

The Connecticut Valley Tobacco Farms have suffered considerable damage during the past two weeks on account of heavy wind storms which have swept through that section of the county. In some cases tobacco barns were blown down and other damage done the plantations.

THE TOBACCO INDUSTRY

The tobacco manufacturing industry in this country is prominent among those branches of production which maintain the most consistent growth from year to year, states the current issue of the *Guaranty Survey*, published by the Guaranty Trust Company of New York. Nearly all lines of manufacturing are subject in varying degree to fluctuations in activity which conform to the swings of the cycles of general business. The nature of the demand for tobacco products, however, is such as to provide a market of unusual steadiness in periods of general business depression. This characteristic of the tobacco industry has an obvious significance for producers of the raw material as well as for manufacturers and distributors.

The principal expansion of manufacturing production in recent years has been that of cigarettes, with the output of other products maintaining little or no advance over earlier years, the *Guaranty Survey* continues. While there is a considerable export trade in manufactures, chiefly cigarettes, the quantities sold abroad are small in comparison with the domestic consumption. But more than one-third of the raw material grown in this country is exported, and smaller quantities of special types of leaf are imported.

The United States is the leading country in the production of leaf tobacco and its manufactures and in consumption. The per capita consumption in this country is large, but is exceeded by that of Belgium. The consumption of leaf tobacco, as measured by the quantities used in manufacturing, was about six pounds per capita in 1923. When imported manufactures are included, the per capita figure is somewhat higher.

The quantity of tobacco grown in the United States has exceeded 1,000,000,000 pounds in every year of the last decade, and in 1920 it was approximately 1,600,000,000 pounds. The output of the next largest producer, British India, averaged less than one-half as much as the American crop before the war, but is now equal to about 60 per cent. of the average in this country.

The Trend of Manufacturing

The outstanding development of the industry in recent years has been made in response to the phenomenal growth of cigarette consumption. The table below, compiled from the reports of the Commissioner of Internal Revenue, shows the trends of production of various classes of manufactures since 1900. The compilation includes only the output of factories registered by the Bureau of Internal Revenue. There is in addition considerable production in bonded manufacturing warehouses under the control of collectors of customs. These consumed 34,000,000 pounds of tobacco, mostly domestic, in 1923, and produced 38,000,000 cigars, 10,000,000,000 cigarettes, and 2,000,000 pounds of smoking and chewing tobacco. Most of their product, except cigars, is exported.

Production of Cigars, Cigarettes and Other Manufactured Tobacco in the United States.

	Large Cigars (Millions)	Small Cigars (Millions)	Cigarettes (Millions)	All Other Tobacco (Million Lbs.)
1900	5,566	611	3,259	301
1905	6,748	804	3,674	368
1910	6,810	1,118	8,664	447
1911	7,049	1,214	10,486	424
1912	7,044	1,055	13,184	435
1913	7,572	959	15,571	444
1914	7,174	1,075	16,870	441
1915	6,599	965	17,980	442
1916	7,042	890	25,312	466
1917	7,560	967	35,356	483
1918	7,054	847	46,680	497
1919	7,072	713	53,152	424
1920	8,097	633	47,458	413
1921	6,726	670	52,100	387
1922	6,722	633	55,780	420
1923	6,950	505	66,734	413
1924*	6,658	531	71,024	413

*Data for 1924 are tax-paid withdrawals of United States manufactures and as nearly identical with production, for which final figures are not yet available.

The output of large cigars (those weighing more than three pounds per 1000) was slightly less last year than it was in 1905, and very much smaller than the peak production in 1920. Production has been approximately stationary in the last four years. The production of small cigars (those weighing not more than three pounds per 1000) increased from 611,000,000 in 1900 to 1,214,000,000 in 1911 and thereafter declined to 505,000,000 in 1923. These were called "all-tobacco cigarettes" until 1897, when, for taxation purposes, they began to be classed as cigars.

The trend of manufactured tobacco, including smoking and chewing tobacco and snuff, as shown in the table, is in general similar to that of cigars. While output has been larger since the war than in the early years of the century, there has been a considerable decline from the maximum reached in 1918. Of the several classes of products included in this group, snuff alone has been produced in larger quantities since 1918 than in the five years immediately preceding. The maximum output of snuff was 39,000,000 pounds in 1923. This is about three times the production in 1900. The output of chewing tobacco, about 130,000,000 pounds a year, is considerably less than it was ten or twenty years ago. Smoking tobacco constitutes more than one-half of all manufactures other than cigars and cigarettes, and the output has remained fairly constant for a decade.

Growth of Cigarette Production

It might be said that the history of the tobacco industry in recent years is the story of the cigarette. With the single exception of 1920, in every year since 1901 the production of cigarettes was larger than in the year immediately preceding. It is interesting to recall in this connection the fact, noted above, that the production of cigars was at its maximum in 1920. But this reversal in the movement of the two branches of production was temporary. The customary expansion of cigarette output was promptly resumed. Last year the indicated production was 71,000,000,000 cigarettes, not including the 10,000,000,000 produced in bonded warehouses.

Several influences have contributed to the phenomenal growth in cigarette consumption, both in this country and abroad. Most emphasis has been given to the conditions which induced the spread of the smoking habit during the war. The increasing number of women smokers has been one factor. And the size and convenience of the unit, together with its comparative cheapness, are in its favor.

While the most conspicuous expansion in cigarette consumption has been during the last decade, it is worthy of note that for several years before the war the growth was very pronounced. It is evident, accordingly, that the peculiar conditions affecting the market for cigarettes in the last ten years have only continued an expansion which was definitely established before any newer influences became operative.

The increase in the consumption of manufactured tobacco was fairly uniform until about 1910, with a

tendency toward stabilization apparent thereafter. The maximum was reached in 1917, and the subsequent movement has been irregularly downward.

Decline in Cigar Consumption

The sharp drop in cigar consumption after 1893 is noticeable, following the earlier steady growth. Not again until 1900 was the record for 1893 equal; and in 1920, when production, already noted, was at the peak, the maximum of 8,305,000,000 was reached. The subsequent trend has been irregularly downward. The indicated consumption last year was 7,003,000,000 cigars.

Not until 1877 did cigarette consumption pass the 100,000,000 mark, but its expansion was very rapid for twenty years thereafter. Then followed four years of sharp decline, and ten years passed before the 1897 figure, 4,153,000,000, was again attained. The actual decline in consumption after 1897 was less than that indicated, owing to the reclassification of what came to be known as little cigars. In only one year since 1901 has a decline been recorded. The drop in consumption in the fiscal year ended June 30, 1921, corresponds to the curtailed production shown above for the calendar year 1920.

If an explanation of the fluctuations in the consumption both of cigars and cigarettes in the three years ended June 30, 1922, is sought in general economic conditions, perhaps it might be said that the extraordinary prosperity in 1919 and 1920 was the principal condition which induced the sharp increases in the consumption of both products in the fiscal year 1919-1920. This supposition is supported by the record of reduced consumption in the following year, a period of widespread business depression. The upturn in withdrawals of cigarettes came promptly in 1921-1922, while cigar withdrawals in that period were the lowest in twenty years.

It is evident, however, that the tobacco manufacturing industry as a whole maintains a high degree of stability in periods of general depression. In 1921, the value of tobacco products manufactured in the United States was greater than in 1919, although for manufactures as a whole there was a decline of 30 per cent. in the two-year period.

Production of Leaf Tobacco

The United States produces about 35 per cent. of the world production of tobacco. This is a slightly larger share of the total than was produced here before the war. The average annual production in this country in the years 1909-1913 was 996,000,000 pounds. Last year the crop was estimated at 1,243,000,000 pounds, with a farm value of $256,000,000.

Tobacco is grown commercially in more than one-third of the States, but Kentucky, North Carolina and Virginia together produce about 70 per cent. of the crop. In those States tobacco is the principal agricultural product.

A variety of types and grades of tobacco are grown. Some are suitable for use in the manufacture of two or more kinds of product. The bright flue-cured type, grown mostly in the Carolinas, Virginia and Georgia, is the principal cigarette tobacco and exceeds any other in volume of production. More of this type of leaf than any other is exported. Burley, grown chiefly in Kentucky, is used mainly in the manufacture of smoking and chewing tobacco, but largely also in cigarette production. The dark-fired type, produced for the most part in Kentucky and Tennessee, is used in the manufacture of snuff and smoking and chewing tobacco. Much of it is exported. The cigar type is the most important of the several other varieties.

The unprecedented demand for cigarettes in recent years is reflected in the changes in the relative quantities of the several types of tobacco grown in this country. The average of the last two crops of bright flue-cured tobacco, more than 500,000,000 pounds, was nearly twice the average in 1913-1914.

Exports of Leaf and Manufactures

Exports of tobacco are important items in the foreign trade of the United States. American leaf is sent to almost every other country and comprises more than one-third of the total tobacco exports of the world. The value of domestic tobacco and its products exported in 1924 was $187,000,000.

The quantity of leaf exported was 546,000 pounds, as compared with an average for the last five years of 487,000,000 pounds. This average is about 25 per cent. greater than that for the five years ended June 30, 1914. Exports have increased somewhat more than production. In the last five years exports were equivalent to 39 per cent. of production, as compared with a pre-war average of 37 per cent.

As is shown in the table below, the United Kingdom is the principal market for these exports, taking on the average about 40 per cent. of the total. About three-fourths of the exports of that country consist of bright flue-cured tobacco. In the last two years China has ranked second as an importer of the American products. Exports to Germany, next in order, have increased every year since 1919 and now exceed the pre-war average. Exports to France are slightly below the pre-war average, while those to Belgium have doubled. Italy and the Netherlands are other large importing countries.

EXPORTS OF LEAF TOBACCO.

To:	1910-14* (Average)	1921	1922	1923	1924
		(Millions of Pounds)			
Belgium	12	24	18	34	24
France	43	53	42	30	42
Germany	36	28	30	37	44
Italy	42	51	38	34	17
Netherlands	25	26	15	28	42
Spain	20	14	5	16	32
United Kingdom	140	215	172	155	158
Canada	15	16	11	11	16
China	7	19	32	41	72
Australia	14	24	16	23	24
All Other Countries	34	45	52	66	78
Total	388	515	431	475	546

*Fiscal years ended June 30.

Leaf exports in 1924 were valued at $163,000,000. They rank third in value among the agricultural commodities sold abroad, being exceeded by cotton and by wheat and flour.

American leaf tobacco in foreign markets meets vigorous competition from the product of other countries. The average annual exports of unmanufactured tobacco in the five years 1909-1913 from the countries for which statistics are available totaled 876,000,000 pounds, of which 381,000,000 pounds were shipped from the United States. In 1922, exports amounted to 1,019,000,000 pounds, of which 442,000,000 pounds were produced in this country. These figures show practically an unchanged proportion of the total exports, about 43 per cent. originating in the United States. It will be noted that the exports from this country in 1922 differ slightly from the figure given in the table above. The latter includes only leaf, while the other figure includes also stems, strippings, etc.

The second largest exporting country is the Dutch East Indies, with a reported total of 113,000,000 pounds in 1922. Brazil exported 96,000,000, Greece 81,000,000, Bulgaria 64,000,000 and Cuba and the Philippine Islands each 35,000,000 pounds.

Exports of cigarettes from the United States increased enormously during the war. From an annual average of 1,786,000,000 in the five years ended June 30, 1914, these exports rose to 16,212,000,000 in 1919. The figure for last year, 10,496,000,000, is less than the exports in any other post-war year except 1921. China is the principal foreign market for American cigarettes. Exports of all other classes of manufactures are less than they were before the war. The value of all exports of tobacco manufactures last year was $22,000,000.

Imports of leaf tobacco in 1923 totaled 57,670,000 pounds, valued at $57,158,000. Cigar leaf is imported chiefly from Cuba, and cigarette leaf from Turkey in Asia, Macedonia and Thrace. Sumatra and Java wrappers for cigars, amounting in value to about 35 per cent. of imported cigar tobacco, are imported from the Netherlands.

Current Position of Manufacturing

The growing volume of sales of cigarettes, along with the comparatively stable business in other products, has been reflected in the prosperity of manufacturers. Aggregate net earnings of four leading companies—after interest, depreciation and taxes—were approximately $62,000,000 in 1924, or 11 per cent. more than in 1923 and 54 per cent. more than in 1920.

Consumption of cigarettes in the first four months of this year, as measured by tax-paid withdrawals, averaged 6,163,000,000 a month, a new record for the season, as compared with 5,426,000,000 in the corresponding period last year. Consumption of cigars and manufactured tobacco was less than a year earlier.

Prices of leaf of last year's crop have averaged somewhat higher than for the 1923 crop. Marketing associations have distributed much of their accumulated holdings. Stocks of leaf held by manufacturers and dealers on April 1 totaled 2,036,000,000 pounds, as compared with 1,977,000,000 pounds a year earlier. Stocks of the principal cigarette type, as shown in the table following, were smaller than in 1924.

Large holdings in comparison with yearly production are a regular feature of the industry. Practically all tobacco used in manufacturing is aged, some of it for as long as three years, before it is utilized.

STOCK OF LEAF TOBACCO HELD BY MANUFACTURERS AND DEALERS ON APRIL 1.

	Burley	Bright Yellow	Dark (Ky. and Tenn.)	Total Chewing, Smoking, Snuff and Export	Cigar	Total Leaf Tobacco
		(Millions of Pounds)				
1921	399	571	307	1363	368	1819
1922	395	516	323	1303	402	1785
1923	463	490	308	1328	442	1847
1924	542	583	304	1486	421	1977
1925	563	544	341	1522	423	2036

In addition to its importance as a farm product and a commodity of general consumption, tobacco yields large and increasing revenues to the Federal Government. Internal revenue taxes on tobacco in the fiscal year 1923-24 totaled $325,639,000, or more than four times as much as in 1913-14.

The field for possible expansion of the tobacco industry is indefinitely large. Tobacco consumption is affected but slightly by recurrent general business depressions. Accordingly only unforeseen changes in the habits of consumers could, it seems, prevent further and fairly steady growth of the industry.

MARKET FOR TOBACCO PRODUCTS IN NORTHERN SUMATRA

Although Northern Sumatra is an important tobacco producing area, being well-known for its famous "Delhi leaf" or "Sumatra wrapper" tobacco, its entire production consists of tobacco used for cigar wrappers and is shipped to Holland for sale on the Amsterdam market. Except for small quantities of low grade tobacco grown by the natives in a primitive way for their own use, there is very little cigarette or smoking tobacco produced in this area. Practically the entire requirements of tobacco products, consisting of cigarettes, cigars, and smoking tobacco must therefore be imported from abroad.

Complete statistics of imports are not available, but for the Province of the Sumatra East Coast (where the bulk of the population and most of the large agricultural industries of Northern Sumatra are situated) the imports in 1924 amounted to 1,319,940 pounds of cigarettes, and 1,697,542 pounds of smoking tobacco, and 171,172 pounds of cigars. In addition to the above-named imports, there were imported into the Province of Atjeh, 464,066 pounds of smoking tobacco and cigarettes and cigars valued at 470,640 florins and 57,625 florins respectively.

Cigarettes Comprise Most of the Trade

Cigarettes are by far the most important class of tobacco products imported into the district. Accurate statistics are not available showing the value of this trade, but it is estimated that the total imports of cigarettes of all kinds into all of Northern Sumatra amount to between Fls. 200,000 and Fls. 300,000 per month. There is a good and steady demand from the European population for the better grades, but due to their great numerical superiority and the prevalence of cigarette smoking among both men and women, the greatest demand comes from the Chinese and natives. The total population of Northern Sumatra is about 3,000,000, of whom 11,000 are Europeans, 147,000 Chinese, and the remainder, natives of low purchasing power.

The United States secures practically no share of the total trade in cigarettes of this district and no genuine American brands are known to be on the market, or at least, to have any appreciable sale at the present time. Various brands of American cigarettes have had a limited sale for a greater or less time, but all of these have now disappeared from the market.

Fully 90 per cent. of the cigarettes entering the East Coast of Sumatra at present come in through Singapore which is a point of transshipment of low grade cigarettes from China and better quality cigarettes from England.

At the present time, the products of three British companies supply most of the demand, the British-American Company occupying a dominating position in the trade. In addition to these companies, Nanyang Brothers Tobacco Company of Hongkong, China, supply cheap cigarettes for the natives and Maspero Freres supply Egyptian cigarettes.

Opportunity for American Cigarettes

It is quite possible that a good trade in American tobacco products could be developed in Northern Sumatra provided intensive and carefully planned methods were adopted in the development. It should be remembered from the first that this is a highly competitive market, and that our competitors already occupy established positions. Despite this it is believed that American products might secure a share

(*Continued on Page 18*)

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE
Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."
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Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
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WOODEN CIGAR BOXES
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Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars $2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

ETON ARMS:—44,267. For all tobacco products. June 29, 1925. Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y.

MOBILE BRIDGE:—44,268. For cigars. April 30, 1925. B. R. Stevens, Mobile, Ala.

REHCAMEDAR:—44,269. For all tobacco products. July 1, 1925. Joseph Rademacher, Los Angeles, Cal.

LA-O:—44,270. For all tobacco products. May 22, 1925. J. Santana, Chicago, Ill.

GOLD ACE:—44,271. For all tobacco products. June 27, 1925. American Litho. Co., New York, N. Y.

FEDERKEIL'S SEWICKLEY BRAND STOGIES:—44,272. For stogies. June 30, 1925. H. C. Federkeil, Edgeworth, Pa.

CARLYON BOUQUET:—44,273. For cigars. July 3, 1925. Charles F. Koklauner, Cleveland, Ohio.

JUNE NIGHT:—44,264. For all tobacco products. June 23, 1925. Edwards & Kildow, Alexandria, Ind.

CHURCHWARDEN:—44,265. For all tobacco products. June 24, 1925. Maurice Siegel, Cleveland, Ohio.

OLD No. 1:—44,266. For snuff. June 26, 1925. George W. Helme Co., New York, N. Y.

TRANSFERS

MISS FLORIDA:—19,261 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered May 20, 1898, by Witsch & Schmitt, New York, N. Y. Transferred by American Litho. Co., New York, N. Y., successors to Witsch & Schmitt, to John H. Swisher & Son, Newark, Ohio, June 19, 1925.

SCHULTE CLERKS GET INCREASE

According to an announcement by D. A. Schulte, all employees of the Schulte Cigar Stores are to receive an increase of 10 per cent. in their salaries. Similar increases will be granted yearly in the future.

MARKET IN NORTH SUMATRA

(Continued from page 17)

of the trade if certain necessary requirements were met.

First of all, price rather than quality, is the governing factor in the sale of cigarettes to the native population, for although the natives represent the bulk of the population, they have a very low purchasing power.

The price being possible, the picture on the wrapper would be a great determining factor in making sales. The average native, for instance, often buys the "two bird" cigarette or the "bicycle" cigarette from the picture, rather than the name.

Generally speaking, cheap cigarettes are packed in paper packages and the better grades in airtight tins, with two covers to guard against deterioration from the damp tropical climate. Cheap cigarettes, as a rule, are packed twenty to the package, twenty-five packages to a carton. Cigarettes of the better grades are in tins of fifty.

Smoking Tobacco

Smoking tobacco is used in various quantities by all classes of the population, but the total trade in this article from a monetary point of view, is not nearly as important as that in cigarettes. The bulk of the tobacco is imported from Java, China and to a lesser extent Burma, and is of a very poor quality for use by the natives and Chinese for rolling cigarettes. There is also a limited demand for shag tobacco, most of this coming from Holland and England. As in the case of cigarettes, no American smoking tobacco is known to be on the market.

Additional Information

There are on file in the Tobacco Section of the Department of Commerce, samples of Java tobacco used in making cigarettes, wrappers of established brands of cigarettes and smoking tobacco on the Northern Sumatra market, and lists of import firms some of whom might be interested in considering a connection for handling a new and competitive line of American cigarettes. Upon request, any or all of these exhibits will be mailed for inspection to those interested.

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Allow all smoking customers to enjoy a good cigar.
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Staple Brands of Manila Cigars at Fair Prices will Attract a stream of Nickels and Dimes to your Door.

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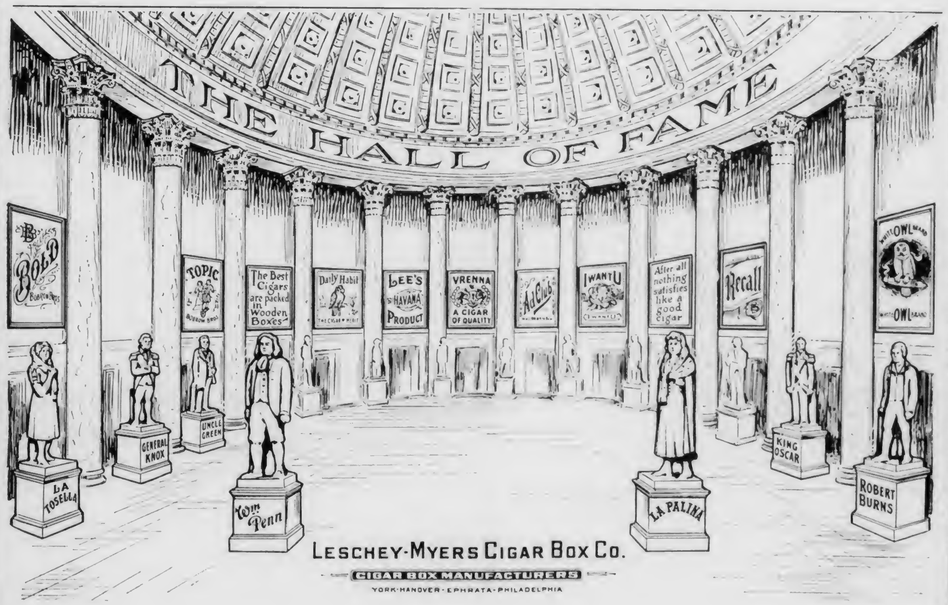
THE TOBACCO WORLD

After all nothing satisfies like a good cigar



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Established 1881

VOLUME 45 AUGUST 1, 1925 No. 15

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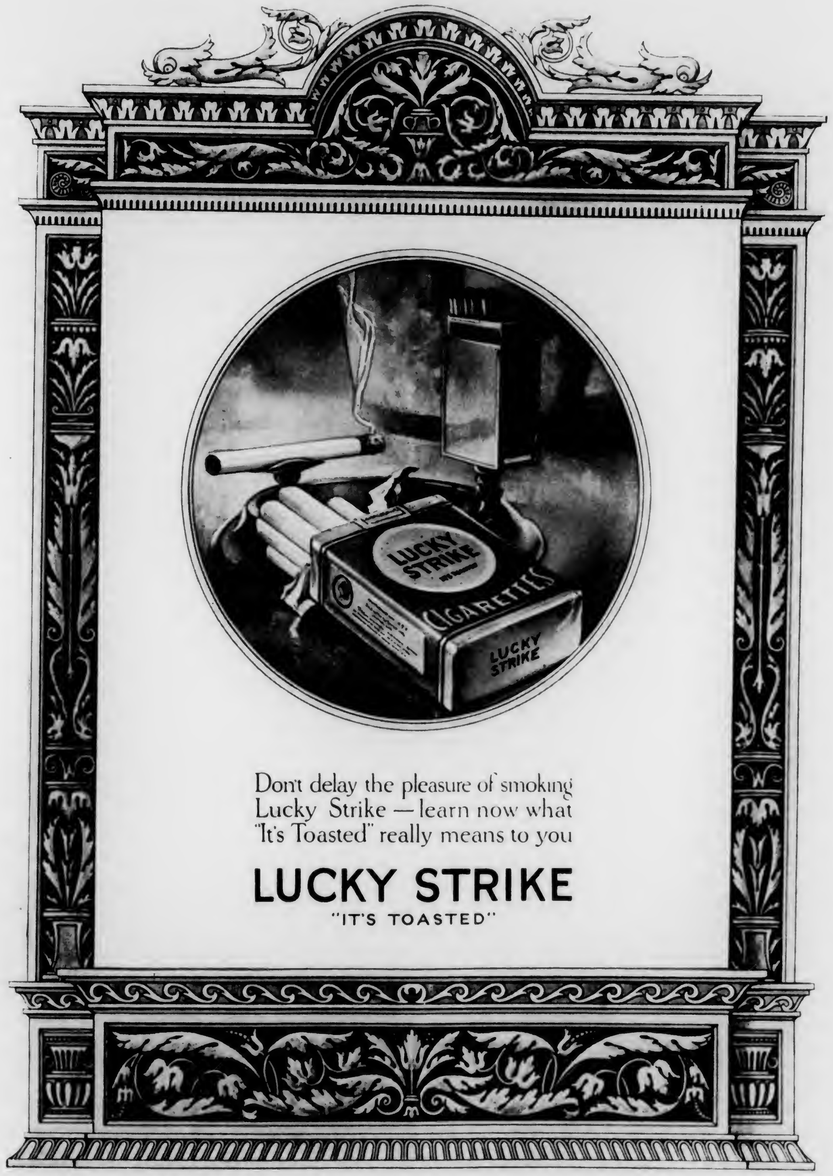

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Volume 45

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Number 15

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, AUGUST 1, 1925 Foreign $3.50

DRAFTING RESALE PRICE BILL

New York, July 20, 1925.

A bill sponsored by both the Chamber of Commerce of the United States and the American Fair Trade League, and designed to legalize the standardization of resale prices, will be introduced at the next session of Congress, according to the announcement made today by the joint committee appointed to draft this measure. The committee met today at the New York office of the United States Chamber of Commerce and after an all-day session gave out word that the text of the proposed bill probably would be made public within two or three weeks.

R. R. Ellis, of Memphis, director of the Chamber of Commerce of the United States and a prominent wholesale drug manufacturer, presided at today's meeting. The other members present were: Charles H. Ingersoll, president of the American Fair Trade League, and president, C. H. Ingersoll Pen Co., of Newark; F. B. Caswell, national counsellor of the U. S. Chamber of Commerce and vice president of the Champion Spark Plug Company of Toledo; A. L. Gifford, chairman of the board of the Worumbo Company, New York; C. Mahlon Kline, president, Smith, Kline & French Co., Philadelphia; Dr. Lee Galloway, vice president of the American Fair Trade League and professor of commerce and industry at New York University; Mason Trowbridge, Esq., general counsel, Colgate & Company; W. H. Crichton Clarke, Esq., of the law firm of Duell, Anderson & Duell, of New York; J. Newcomb Blackman, president of the Blackman Talking Machine Company, New York; W. L. Crounse, Washington representative of the National Wholesale Druggists' Association; Edmond A. Whittier, secretary-treasurer, American Fair Trade League.

WAR IN CHINA PREVENTS MISSION

Because of the trouble in China the attempt to improve the Manila cigar market in that unhappy country has been temporarily abandoned.

Manila has always enjoyed a lucrative business in cigars on the China coast. However, during the past few years Chinese factories have found it profitable to imitate Manila brands and trade marks. "Box stuffing" has become so common that factory agents and legitimate cigar merchants are compelled to protest strenuously, and to seek the assistance of the Philippine Government to curb the evil.

Manila cigars of the better grades lead all others in Chinese territory. With a lower cost and with less taxation the cigars sell at retail for about the same price they bring in the New York market.

HIBSHMAN CHOSEN TO LEAD LANCASTER CO-OPS

Edward K. Hibshman, assistant to the president of the Pennsylvania State College, has been chosen chairman of the board of directors by the organizers of the Pennsylvania Tobacco Growers' Co-operative Association and farmers throughout the entire tobacco growing section of the state are well pleased with the selection.

Pennsylvania is the last of the big tobacco growing districts to have a co-operative organization get under way, and Hibshman has given valuable assistance to local leaders in the movement. The object of the association is to provide an orderly system of marketing the Pennsylvania crop. Grading will be established and the amount the grower receives will be in proportion to the quality of his leaf.

The new organization covers the Pennsylvania broadleaf districts, which each year produce 50,000,000 pounds. The general organization plan of the Connecticut association is being followed.

A plan that is particularly pleasing to the growers is that, after the membership campaign is completed by October 1, the entire membership will have opportunity to participate in the election of permanent officers. Chairman Hibshman and each of the fifteen directors have signed resignations to take effect October 1.

There are more than 6,200 farms in Lancaster County growing tobacco. The organization will also cover the tobacco districts of York, Dauphin, Lebanon, Berks and Chester Counties. Growers in all of these districts will be canvassed for association membership in the next two months.

Mr. Hibshman owns and manages a large farm at Ephrata, this county, and for many years has been one of the most progressive tobacco growers in the State. He was graduated from the school of agriculture at Penn State in 1909, and in 1911 and 1912 was in charge of State and Federal tobacco investigations here. He then entered the college agricultural extension service, and from 1912 to 1920 helped organize farm bureaus throughout the State.

His success with this work and as county agent leader has made him known personally to thousands of farmers in the State. In Lancaster County especially the farmers have great confidence in his ability to make a success of the Tobacco Co-operative Association.

As assistant to Dr. Thomas at State College in the last four years, Mr. Hibshman has further extended his friendships and abilities into business and industrial circles throughout Pennsylvania.

PHILADELPHIA NEWS

W. M. BERGER INDIGNANT OVER ARREST

W. Murray Berger, a member of the New York bar and the owner of a Chestnut Street cigar store, who was arrested when police raided his home on Van Pelt Street, near Locust, early yesterday, was discharged at a hearing later before Magistrate Scott, after the magistrate had first ordered him to pay a fine of $12.50.

The magistrate after reconsidering the testimony of the police that they had raided Berger's home because neighbors had complained of noise, declared there was no evidence to justify a penalty.

Berger was indignant over the arrest of himself and seven young women and four men, his guests. He said no liquor had been served in the house and that the party was a social affair which had broken up at midnight. Guests who remained after that time, he said, were waiting for their automobiles.

BAYUK EARNINGS

Statement of Bayuk earnings for the second quarter of 1925, ending June 30th, shows net income of $142,667 after provision for Federal taxes and depreciation, equal after preferred dividends to $1.13 a share on 77,121 shares of no par common stock.

In the previous quarter net earnings were $76,071, or 28 cents a share on the common stock. This compares with $180,611, or $1.61 a share in the second quarter of 1924.

For six months ending with June, net income was $219,368 after expenses, depreciation and Federal taxes, equal to $1.41 a share earned on the common stock, against $290,788, or $2.30 a share in the first half of the preceding year.

LANCASTER TOBACCO DAMAGED BY HAIL

Severe wind and hail storms visited Lancaster County during the latter part of last week and crop and property damage in the county was placed conservatively at $500,000.

An inestimable amount of tobacco was cut up by hail barrages of the week-end. Damage amounting to $75,000 was done at the U. S. asbestos plant and $50,000 loss was suffered by the Reading Railway running from Manheim to Lebanon. Telephone and high tension lines were lowered in all parts of the county, and some were still down today.

The Millersville section was cut off completely from communication by Sunday's storm.

CONSOLIDATED CIGAR CORP. EARNINGS

The statement of the Consolidated Cigar Corporation for the six months ending June 30, 1925, shows a net profit of $628,107 after depreciation and interest, but before Federal taxes, and equals, after dividends on 7 per cent. preferred, $3.33 a share on 147,573 common shares, against $499,237, or $2.45 a share, for the same period last year. Net profit for June quarter 1925 was $345,061, or $1.88 a share on common, against $307,651, or $1.63 a share, in the second quarter of 1924.

START NEW BAYUK FACTORY THIS MONTH

Work on the new nine-story factory for Bayuk Cigars, Inc., at Ninth Street and Columbia Avenue, will begin the latter part of this month, according to plans at the present time. Work of tearing down the old buildings standing on the site at present has already been started.

When completed, the new building will be one of the finest cigar factories in the country, as no expense will be spared in making the building everything that could be desired in the way of sanitary conditions, ventilation and lighting. The building will be 104 feet by 316 feet and will have a railroad siding on the premises.

The estimated cost is $1,500,000 and it is expected it will be ready for occupancy early in the new year.

CIGAR STORE HOLD-UP FOILED

A lone bandit who walked into the cigar store of Mrs. N. E. Kaiser, at 915 Porter Street, about noon on Wednesday and attempted to force Mrs. Kaiser to hand over the contents of the cash register was frightened away by the entrance of a seventeen-year-old boy, who immediately sensed that a hold-up was in progress, and boldly attacked the bandit, who immediately turned and fled, abandoning an automobile which he had left standing at the curb.

A PROSPEROUS OUTLOOK

According to the National Bank of Commerce in New York, today there are better grounds for confidence in a period of genuine prosperity ahead than at any time in the last five years. The agricultural outlook has improved materially since mid-June and large crops of cotton, corn and spring wheat are now forecast. Consumption is being maintained at high levels, as evidenced by heavy carloadings of miscellaneous freight and of less than carload lots, and fair gains in retail and wholesale trade over the corresponding period of 1924. In many lines of manufacture seasonal slackening thus far has been less than expected and already there are evidences in some directions of increasing activity in anticipation of active fall demand. Building and construction are at record levels, and contracts let and permits granted now assure a high rate of activity throughout the year. Export trade is good and in certain lines American manufacturers are showing in gratifying fashion their ability to meet in international markets the rising tide of competition from Europe. Although in the normal course of things money rates may advance somewhat as autumn requirements make themselves felt, there is ample credit available.

JACK JACOBY A VISITOR

Jack Jacoby, of Meyer & Mendelsohn, New York City, was a visitor in Philadelphia last week.

Leo Hirsch, New York leaf broker, visited Philadelphia last week with a fine line of samples.

Billy Lewis, of Delacour and Lewis Corp., New York City, jobbers of pipes and smokers' novelties, was a visitor in Philadelphia last week.

DELAY IN PUBLISHING JUNE FIGURES OF WITHDRAWALS FOR CONSUMPTION

The Tobacco Merchants Association has issued the following statement to its members in reference to the monthly statistics of cigar, cigarette and tobacco withdrawals:

"Many of our members are undoubtedly anticipating the receipt of our usual Tobacco Barometer, which ordinarily would be issued on or about this time of the month.

"In fact, realizing that interest in the same is particularly keen for the reason that it would cover the month of June and complete the figures for the fiscal year 1925, we are taking this means of notifying our members that *there will be the usual delay of a month or so in its issuance.*

"This is due to the established policy of the Internal Revenue Department to withhold the June figures pending the issuance of the preliminary report for the complete fiscal year ending June 30th.

"Thus every year there is a delay of from a month to six weeks in securing the June figures, so that the delay this year is not unusual.

"We, of course, are making every effort to secure the June figures as speedily as possible, and it is perhaps needless to say that as soon as the same are available our usual statement will be issued with all due promptness and dispatch."

In Re Tax Reduction

The response to our recent circular letter regarding tax reduction on cigars indicate in no uncertain fashion that the entire trade is prepared to throw itself wholeheartedly into a movement to attain this end.

As previously pointed out, however, Congress will not convene until next December, while the Ways and Means Committee of the House of Representatives, which is to meet in advance of the regular session, will not begin its work on the new tax bill until October 19th.

In due time, that is, shortly before the Ways and Means Committee will meet, we shall, of course, inaugurate a systematic and most vigorous campaign, calling for active support and co-operation upon the part of the cigar industry throughout the country in order to bring before the tax making body the reasonable needs and demands of the cigar trade in most forceful and convincing fashion.

In the meantime we desire to again reiterate that we would more than welcome individual expressions of views or suggestions on this subject.

Another matter which promises to require the serious attention of the trade in the coming fall, will undoubtedly be a renewal of the efforts to secure the passage of a bill in Congress to permit transportation of cigars from Cuba by parcel post.

The trade will recall that similar measures were defeated on two previous occasions, but according to all indications, this new effort will be combined with greater difficulties. This is due to the fact that a parcel post convention between the U. S. and Cuba is already in effect, excepting in so far as cigars are concerned, with a proviso that the treaty should be terminated within fourteen months unless Congress shall in the meantime have removed the embargo against the importation of cigars in quantities of less than 3000 at a time.

It is needless to say that we have already taken the necessary steps to protest against this serious menace to the cigar industry, and that we are prepared to wage a most vigorous campaign against it. And we are happy to say that the Cuban cigar manufacturing industry has been heartily co-operating with us in opposing this proposition, for they fully realize that the development of a parcel post business on Cuban cigars in the U. S. will hurt their own established brands as it would hurt our American products.

However as premature efforts are liable to be forgotten and lose their intended force by the time action is to be taken, we are at this time only asking the trade to hold itself in readiness to respond to our call for support, which needless to say will be issued promptly, as soon as the time shall be ripe for such activity.

TOBACCO MERCHANTS ASSOCIATION
OF THE U. S.

SPECIAL SALES ARE MUCH OVERDONE

Bethlehem, Pa.

"The 'sale' has been and is overplayed," R. C. Harris, advertising manager of the *Press*, Utica, N. Y., told the Second District Convention of the Associated Advertising Clubs of the World here a short time ago. Elaborating upon this statement, Mr. Harris said:

"When I see one I know that, if it is legitimate, the merchant is admitting that he is a poor business man, that he had overstocked or bought unwisely and I am not inclined to trade too often with a poor merchant, or, I am more likely to asume that it is just another Barnum stunt designed to catch the suckers.

"Once in a while there is a legitimate sale, but more often in the stress of competition an overzealous merchant misuses a real reason for a sale to fool his trade. I could tell you of a recent spectacular sale in which $75,000 worth of merchandise was sold in ten days at an excess gross profit, over normal mark-up, of more than $10,000. The general idea of a sale is that an impression can be made by noise and wild gestures. I cannot bring myself to believe that intelligent people who have money to spend are influenced to any degree by a lot of boisterous shouting.

"Without doubt the old-fashioned clearance sale has had and now has a legitimate place in retail business. It is to business what a good spring tonic is to the human system. It acts as a stimulus—but when stimulants are used regularly or in overdoses they lose their power and become dangerous. A business that is built on a foundation of stimulants is very apt to be like the house that was built upon the sands."

ESTABROOK & EATON TO DISTRIBUTE "ROI TAN"

The American Cigar Company announces that on August 1 the distribution of "El Roi Tan" and "Chancellor" cigars for the greater part of New England will be under the direction of Estabrook & Eaton, Boston.

For seventy-five years the firm of Estabrook & Eaton has established for itself a fine tradition as outstanding cigar merchants in New England, and their decision to feature the leading factory brands of American Cigar Company is a compliment to the manufacturers. The sale of "Roi Tan" and "Chancellor" under their direction will undoubtedly make these brands leading factors in New England.

DAVE MORRIS ON TRIP

David F. Morris, tobacco agent for the Philippine Government, left New York the first of the week for a trip to the Far West. He will make a careful survey of the Manila cigar trade en route as a preliminary step to a more intensive campaign to develop the trade.

THE CAGAYAN VALLEY

By Frank D. Yost, Division Inspector, Bureau of Lands, Philippine Islands

At Callao, Cagayan Province, where cigar leaf tobacco is grown, are deposits of phosphate rock and guano which are an asset of great value to the country, and the development of which is hampered by a seeming lack of appreciation of their value and their relation to successful agriculture.

Over 12,000 tons of phosphate rock, impregnated soil and guano, containing an average of over 18 per cent. of phosphoric anhydridem are blocked out by exploration pits, which stop without reaching the bottom of the deposits, because it is dangerous to dig the pits deeper without timbering.

These deposits have been located under the mineral lands regulations, assessment work is being kept up on the claims, and the fertilizer can be furnished as desired. All that is lacking is buyers. It is significant that all the fertilizer disposed of went to China, for use in the tea gardens; yet the Philippines seem not to realize the existence of this fertilizer, or at least ignore it.

Tobacco men throughout the Cagayan Valley say that the published reports of losses of this year's tobacco crop are greatly exaggerated. The prevailing opinion seems to be that the cash return from this year's crop will be within 10 to 15 per cent. of that of last year, and may equal last year's if the favorable weather continues. They stated also that the quantity of tobacco produced will be equal to last year's production.

A German chemist who recently visited the Cagayan Valley to experiment, has developed a process of curing tobacco which requires less than a month from plant to cigar, instead of from five months to over a year, as at present, thus reducing the losses caused by the tobacco "worm" in a greater proportion than the time of curing is reduced. This chemist who courteously desired to inform the Government, was referred to His Excellency the Governor-General, so that the Insular Government would have knowledge of this development which may mean much to the tobacco industry in the Philippines.

It is rumored that the Bureau of Public Works intends, in 1926, to make a thorough investigation of the possibilities of irrigating Southern Isabela from the Magat River, and several smaller streams.

There are over 225,000 acres of land available, and only a thorough investigation will show how much can be irrigated. But from seeing the country it is believed that much more than half can get water. And a goodly part of this land is vacant, awaiting settlers. An excellent chance for the early birds, if funds allow the building of an irrigation system on the largest scale.

Such a system, extending on both sides the Magat River, will irrigate practically all of the Isabela Friar Lands Estate.

Immigrants continue to come over the San Jose-Santa Road to Isabela at the rate of 30-35 families per week. They settle principally in Santiago, Echague, and Gamu. Public Lands Inspector Cezar spends a goodly portion of his time seeing that these immigrants get on vacant land, and that conflicts between them are avoided.

GET THIS HELPFUL BOOKLET

New York, July 27, 1925.

That business bug-bear "seasonal slump," which ejects thousands of employees from work periodically and ties up an infinite amount of capital has been the subject of an investigation by the Policyholders' Service Bureau of the Metropolitan Life Insurance Company. It has just published a pamphlet entitled "Steadying Business," which describes several effective methods of controlling seasonal slumps used successfully by numerous companies in various industries.

The investigation received the indorsement of the Department of Commerce. Concerning it, Secretary Hoover wrote, "The movement to eliminate waste in industry will be benefited by the establishment of a clearing house of information as to the methods of business stabilization." As a service to companies that carry group insurance with the Metropolitan, the Policyholders' Service Bureau has established such a clearing house as Mr. Hoover suggested.

Subsequent pamphlets on stabilization as applied to specific industries are now in preparation. Dr. William A. Berridge, economist, in charge of the research section of the Bureau, announced yesterday that more than sixty companies were contributing their experiences to this "pool of stabilization practices." "Every company that has made any form of stabilization experiments is invited to send his contribution to the pool," said Dr. Berridge. "While the source of this information will be held in strict confidence when desired, the Metropolitan will correlate all these experiences and publish them in useful pamphlets which will be of benefit to employers in this country and Canada."

A copy of "Steadying Business" No. 1 may be had, without obligation, by writing to the Policyholders' Service Bureau of the Metropolitan Life Insurance Company, New York.

TARIFF ON SUMATRA

The Philippine Government will attempt to secure legislation to increase the duty on imported tobacco, according to Acting Secretary of Finance Miguel Unson.

Mr. Unson states that the proposed legislation would have a double purpose—to increase the tobacco tariff and to protect Philippine tobacco leaf. This will in no way affect the free trade arrangement between United States and the Philippine Islands which admits American grown tobacco leaf into the Philippines free of duty.

The Secretary also states that it is highly important to encourage and develop the growing of Philippine wrapper tobacco in the Cagayan Valley of Luzon, and at Cotobato, where successful attempts have been made the past few years to produce cigar wrapper leaf of Sumatra type.

TOBACCO CAMPAIGN ON

Lancaster, Pa., July 27, 1925.

With a meeting at Mt. Joy tonight leaders in the co-operative tobacco movement here started an intensive educational campaign prior to the work of signing up five thousand growers which will start October 1.

E. K. Hibshman, president of the Pennsylvania Tobacco Co-operative Association, lectured on the principles of co-operation. Similar meetings will be held every night this week at Silver Springs, Sporting Hill, Central Manor, Maytown and Donnerville.

YORK COUNTY NEWS

July 28, 1925.

THE regular monthly meeting of the York County Cigar Manufacturers' Association was held in Red Lion on Monday evening, July 13.

Among the matters discussed and read was an invitation from the National Cigar Leaf Tobacco Association to the York County Cigar Manufacturers' Association to join their organization.

Mr. Jot C. Wood, the prominent cigar broker from the Pacific Coast, was present and gave an interesting talk bearing on the quality product of the York County manufacturers.

The subject of the advertising budget was discussed and it was voted that the present advertising program was to be continued without any change, and Secretary Ehehalt was instructed to send out questionnaires to all members, advising them of the amount per thousand cigars they are to be assessed, and for a report on the amount of cigars they ship on which the assessment will be based.

In addition to President B. M. Hannigan there were present the following members: C. M. Ehehalt, A. C. Frey, Harry L. Haines, Vernon D. Frey, J. C. Winter, Arthur McGuigan, Harvey Waughtel, T. C. Smith, S. M. Downs, Daniel Spangler, Paul F. Reichard, Samuel A. Winter, Theodore A. Winter, Arthur S. Ziegler, Perry L. Tschopp, Walter Kaltreider, Ellis B. Strickler, B. S. Sentz, Clair Sentz, H. E. Rost, I. H. Rojahn, H. J. Throne, Herbert M. Smith, Roy Snyder, Thomas L. Adair, David A. Horn, L. Earl Grove, James W. Kelly, C. C. Meads, T. C. Miller, Wallace M. Gemmill, Lem. Sentz, David Wolf, Pius Wolf, Harry Fishel, Laury Sevis, W. H. Myers, L. E. Sechrisht and William C. Frutiger.

A representative of a corrugated carton manufacturer was present and submitted samples of shipping containers for the consideration of the cigar manufacturers.

Hellam

U. U. Bessing & Co. are enjoying a very substantial increase in orders for their "Sunset" brand, packed in perfecto and triangulares shapes.

Sig. C. Mayer & Co., one of whose factories is located here, are working to capacity. "El Wadora," their leading brand, is going stronger than ever, with their many distributors.

Mount Wolf

J. A. Doll Cigar Co. have enlarged their production to meet the increased demand they are having for their "Covered Wagon" brand. This cigar is individually wrapped in foil, and makes a very handsome and attractive package.

Yorkana

Ellis B. Strickler has greatly increased his operating capacity on "Double Quality" and "Politana" cigars, the new addition to his factory being filled with additional hands, and it looks like more building will have to be done to keep pace with the demand for his quality product.

N. O. Swift Cigar Co. is still enjoying a good volume of business on their "Jos. F. Willard" brand.

Yorkana Cigar Co. are featuring "Garcia Triangulares," packed Tampa style, which has a wide distribution.

East Prospect

East Prospect Cigar Co. are one of the largest cigar manufacturing concerns in this section, and have increased their manufacturing activities recently to fill the orders for "Epco," "Airedale" and "Emilia Garcia," which are piling in.

A. F. Burg has made a number of new jobbing connections lately on "Pinta" perfectos, which go to the trade packed one-twentieth in wood, each cigar individually foil wrapped.

Spry

H. L. Haines & Co., manufacturers of "Robert Fulton" cigars, are one of the concerns in this section who have enjoyed a steady increased demand for their product, which is a reflection of the quality of their merchandise.

Windsor

Herbert L. Smith, manufacturer of "Havana Brown" and "Jarona" individual foil wrapped invincibles, is just starting to make shipments of the "Jarona" brand to some new jobbing connections, under the new "Jarona" label recently completed, this package being an exceptionally handsome one, and a striking example of lithographic art, and with high grade merchandise for which this concern is noted, should go over big with the consumer.

W. H. Snyder & Co. have all their factories working to the limit on "Country Club," which have a national distribution.

Jacobs, Holtzinger & Co. are enjoying their usual good business on "Lew Morris" and "Supreme" cigars.

York

The Manchester Cigar Company have been making an extensive advertising campaign introducing their "Daily Habit" cigar to the trade in all parts of the country as all this cigar needs is an introduction to the consumer, who is bound to appreciate the quality of this smoke. It is a long filler, Sumatra wrapped cigar of generous size and exceptionally mild and smooth.

Ajax Cigar Co. have as their leader the "Samo" brand of foil wrapped perfectos on which they have a large distribution.

Bergdoll Cigar Co., manufacturers of "York Imperial" cigars, ten cents and upwards, still enjoy a big call from the local market, where this cigar has a big sale, and where the distribution is mainly made, as although production has been steadily increased, the sale has continued to be greater than production.

G. S. Gable, manufacturer of "Douglas Fairbanks" and "Hamilton Fish" individual foil wrapped perfectos, are having the usual large distribution on these always popular brands.

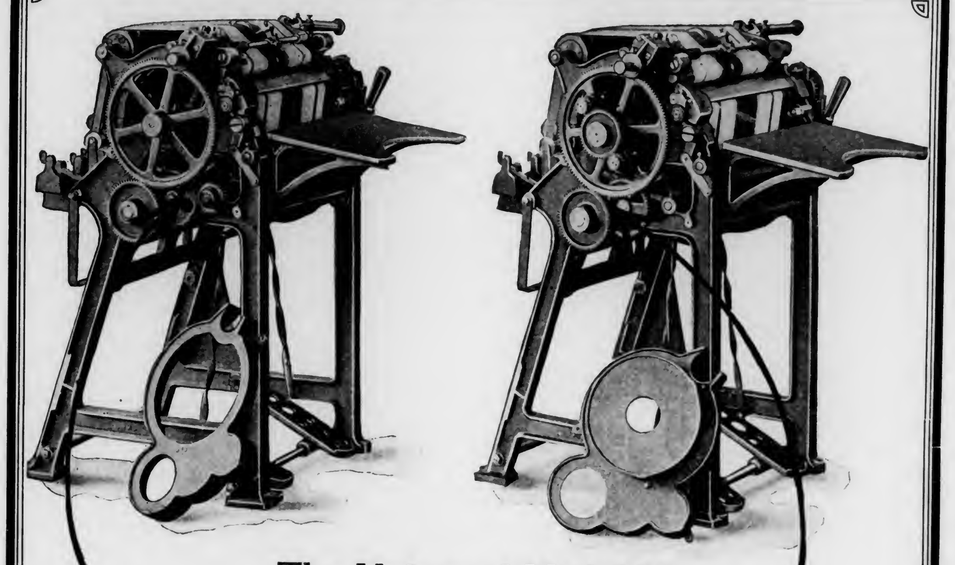
Dallastown

Fred. E. Druck & Co., makers of "Trainmaster" and "American Judge" brands, athough practically a new concern, are old in experience in cigar manufacturing, which is evidenced in the fast growing demand for their merchandise they are having.

The Merchants Cigar Box Co. are about completing the large addition to their plant, which they recently started to build.

The additional room created is greatly needed for storage and manufacturing purposes, this concern being one of the largest cigar box plants in this section.

(Continued on Page 17)



The Universal Model M

PLANETARY GEAR DRIVEN TYPE MACHINE

THE Planetary Gear Driven Type Model M Universal Tobacco Stripping and Booking Machine enjoys many improvements and advantages over the "Old Belt Driven Type" machine.

All Model M Universal Planetary Gear Driven Type Tobacco Stripping and Booking Machines are also equipped with a Double End Stop Lever. The Planetary Gear Driven Type Model M offers the following advantages over The "Old Type Machine."

1. Books fluffy, the stripped stock in right and left pads.
2. Does not "tear in" on the veins.
3. Stock does not pack or slip on the booking drum.
4. Overcomes the wrapping of stock around the brush.
5. Maintains uniform speed of machine and production.
6. Prevents entirely all "stalling and slipping" of the booking drum.
7. Eliminates the necessity of taping drums and drive rolls.
8. On small stock it is possible to book four pads (instead of two) on the booking drum.
9. Reduces to a minimum the cost of upkeep.
10. By eliminating all belt strain and tension greatly lengthens the life of the machine.

We Rebuild Old Model M Machines

into Planetary Gear Driven, Double End Stop Lever Type Machines, at $250.00 each.

We guarantee rebuilt machines as to workmanship and materials for the period of one year, just the same as we do new machines.

Today's Prices are:

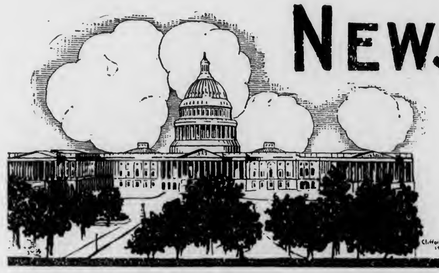
The Model M Machine and Folding Chair $525.00

Individual Motor Drive Equipment, including ¼ H. P. Motor . . . 100.00

F. O. B. FACTORY, NEWARK, N. J., U. S. A.

Universal Tobacco Machine Company

116 West 32nd Street, New York, U. S. A. Factory: Newark, N. J., U. S. A.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

F. T. C. Names Tampa Cigar Co. in Complaint

D. A. Horn and J. M. Hyson, trading as the Tampa Cigar Company, of Red Lion, Pa., are named in a complaint of the Federal Trade Commission alleging unfair methods of competition in the use of the name "Tampa." The complaint points out that Tampa, Fla., and the territory immediately surrounding it has for many years been a large and important center of the cigar manufacturing industry in the United States and the cigars from that section enjoy a widespread demand and favorable reputation among the consuming public. It is alleged that the use by the respondents of the name "Tampa" has the capacity and tendency to mislead and deceive many of the public into the belief that their cigars are made in the Tampa district and to buy the cigars.

It is further alleged that the use of the word "Havana" by the respondent giving the impression that their cigars are made wholly of tobacco grown in Cuba is an unfair trade practice because of the alleged fact that such is not the case.

New Postal Rates Prove a Flivver

Congress failed miserably in its attempt to increase the revenues of the postal service by raising postage rates, it is indicated by information which has been laid before the special joint sub-committee on postal rates which is investigating the results of the increases, which became effective April 15, last. The public generally has refused to accept the additional burden, and has resorted where posible to commercial services for which the cost is less, the committee was told by officials of the Post Office Department.

The increase in the rate on private mailing cards, while the rate for Governmental postal cards remained unchanged, has resulted in users of the former adopting the Government postal, so that the service not only fails to get additional postage but encounters an actual loss of revenue, since the Government furnishes the paper stock upon which the messages are sent, instead of merely an adhesive postage stamp as in the case of the private card.

There has been a material falling off in the volume of circular matter as a result of the increases, many persons and concerns using the first-class service, while others, unable to pay the increased postage, have reduced their mailings.

The money order business has fallen off and the increased revenues from this source will be considerably less than estimated by Congress. Increases in the rates on other special services, such as insurance, C. O. D., registry, etc., have resulted in many business concerns abandoning the mails to ship by express and to insure with commercial companies.

Officials of the Post Office Department had no hesitancy in advising the committee that the new rates were doing the postal service more harm than good. While there will be some increase in revenues, it will be nowhere near the amount originally estimated, and may possibly result in reducing the volume of mail matter handled.

The committee is now making a tour of the large cities in the East and Middle West, where hearings will be held at which business interests will be afforded an opportunity to express their views regarding the increased rates.

Income Tax Lists Open to Public on September 1

Income tax lists, showing the names of taxpayers and the amounts paid on 1924 incomes, will be opened to the public on September 1, it has been announced by the Commissioner of Internal Revenue. The lists will be open for inspection all day for a period of thirty days, and three days a week, for at least three hours thereafter, this limitation being made to avoid undue interference with the regular work of the collectors' offices.

Inasmuch as the United States Supreme Court has ruled that newspapers may legally publish this information, it is probable that the long lists of taxpayers' names and tax payments which were printed last year will be repeated. It is also likely that many papers which refrained from publishing this information a year ago, for fear that an adverse decision might be rendered by the courts, will print the lists next month.

Increase in Foreign Trade Balance

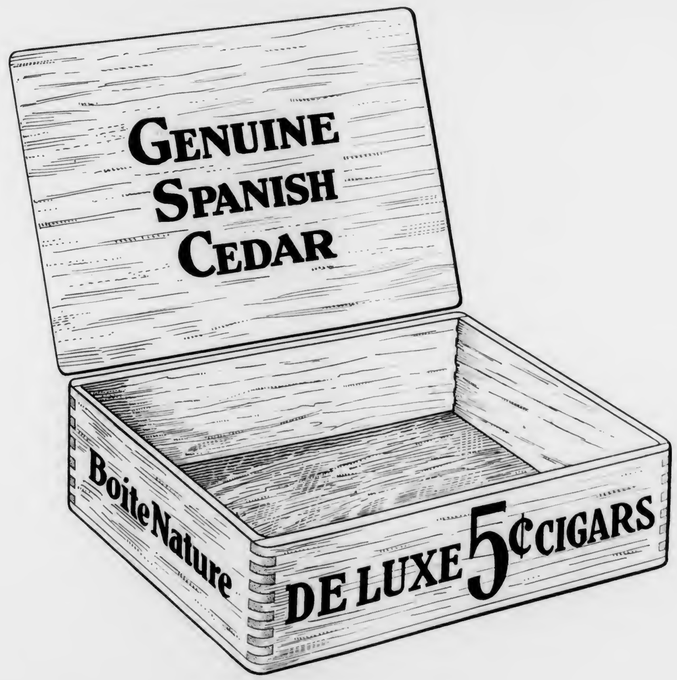
A balance of $1,042,680,000 in favor of the United States is shown on our foreign trade for the fiscal year 1925 in a preliminary report just issued by the Department of Commerce. This was an increase of more than $275,000,000 over the balance of $757,622,537 reported for the fiscal year 1924.

Imports increased $270,000,000 over those of 1924, from $3,554,036,954 to $3,824,972,000, but exports increased $556,000,000, from $4,311,659,491 to $4,867,654,000. Both imports and exports were more than double those of the fiscal year 1914, which ended just prior to the outbreak of the World War, when the former totaled $1,893,925,657 and the latter $2,364,579,148.

A peculiar feature of our foreign trade last year was the fact that the preliminary report for the month of June shows our exports and imports to have absolutely balanced, each totaling $326,000,000. This is the first time on record that an exact balance has occurred.

(*Continued on Page 14*)

TRY PACKING YOUR GOOD NICKEL CIGARS IN "BOITE NATURE"



INEXPENSIVE!

Consult Your Box Manufacturer

(Not Copyrighted)

News from Congress

(*Continued from Page 12*)

U. S. Chamber of Commerce Urges Use of Business Statistics

The development and use of business statistics, as permitted under recent decisions of the United States Supreme Court, is urged by the United States Chamber of Commerce in a bulletin just issued by its department of manufactures.

Under these decisions, it is pointed out, there is no bar to the development and proper use of business statistics, and the uncertainty which trade associations and business men have faced in the past as to the legality of the collection and dissemination of data regarding production, distribution, etc., is removed.

In undertaking this work, however, it is emphasized that it should be simplified and made uniform in order that statistics may be gathered without difficulty and disseminated while still new and of value.

OPERATIONS OF THE FRENCH TOBACCO MONOPOLY

The French Tobacco Monopoly is making strenuous efforts to eliminate the necessity of buying tobacco abroad, Vice-Consul Alfred D. Cameron advises the Department of Commerce, but notwithstanding all this and the domestic and colonial resources of France, the Monopoly is still dependent upon foreign lands for large quantities of tobacco.

The United States has been a consistent source of supply for the Monopoly, furnishing 60 per cent. of the total leaf imports in 1922, 37 per cent. in 1923, and 59 per cent. or 34,660,617 pounds in 1924. During the period January to April, 1925, France imported about 14,000,312 pounds or about 59 per cent. of her total imports of tobacco leaf from the United States.

The French Monopoly had a total buying operation in 1924 of nearly 77,000,000 pounds, about 35,000,000 pounds of which were purchased at home and from her colonies. Algeria supplied nearly 12,000,000 pounds in 1924 and since the acquisition of Alsace-Lorraine, the quantity which France must buy abroad annually has been decreased by a similar quantity.

The Extension Policy of the Monopoly

In its endeavor to curtail the purchases of foreign tobacco, the Monopoly is proceeding along two distinct lines:

(a) The development of tobacco culture in colonies whose soil and climate correspond exactly to colonies of other European Powers furnishing high priced tobacco.

(b) Acclimatization in Continental France or in the French overseas possessions of those qualities which the United States now furnishes in dollar prices.

Algeria

Tobacco culture in Algeria as well as in other colonies is free from restrictions. The area under cultivation in 1924 was 54,362 acres, which is exactly the area planted in 1921, and represents only a slight increase over the areas planted in 1922 and 1923. The Monopoly's buying in Algeria has fluctuated from a maximum of 39,683,000 pounds in 1921 to a minimum of 5,829,000 pounds in 1923. It has been estimated that France will buy about 14,000,000 pounds in Algeria during 1925.

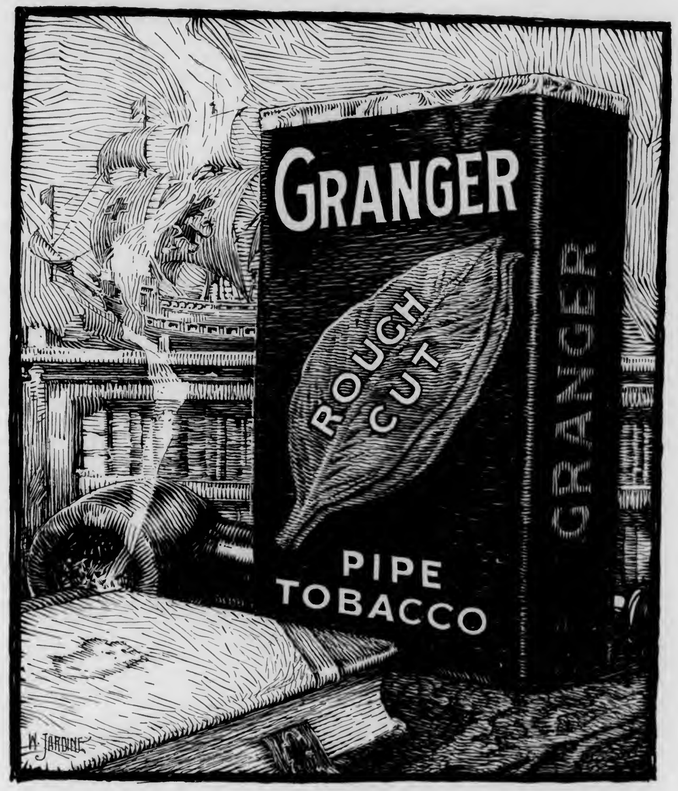
Prior to the war the Monopoly bought from 7,000,000 pounds to 11,000,000 pounds, or about half of the Algerian production. The remainder of the Algerian crop was bought mostly by Algerian factories, which increased their buying during the war and thereby deprived the Monopoly of a large part of its buying resources by the resultant increase in domestic prices. Another result of increased prices was an immediate extension of area cultivated.

The Algerian crops of 1923 and 1924 were small because of the unfavorable weather, but the normal crop should furnish at least 26,000,000 pounds to the French Monopoly under its present contracts and still have a substantial amount for local manufacture and export. It is not possible, however, without injuring the manufactured products of the French Monopoly, to carry the use of Algerian tobacco too far. Experiments are being made at Bone to acclimatize and fire-cure the Kentucky type produced in Algeria, and the French Monopoly is building great hopes of reduced American purchases on the success of those experiments.

Continental France

In Continental France there are several features of more or less antiquated laws which are a real hindrance to the extension of tobacco culture. Among other things, small planters must furnish a cash bond before obtaining authority to grow tobacco. Furthermore, the transmission of tobacco permits by inheritance is subject to vexatious and costly formalities. There has also been some complaint with reference to the price-fixing committees who are assumed to be impartial joint bodies representing the growers and the buyers, who are the agents of the Tobacco Monopoly. It is alleged by the growers that the prices determined are not always remunerative, but the ground for this complaint has largely been removed by premiums offered for merchantable leaf and fine quality.

The crop of 1924 was the best since 1905, but the number of communes in which tobacco was planted was less than in 1914. The ministry claims that this was due to lack of laborers. In 1923, 1924, and 1925, acreage was increased progressively, by increasing the average size of individual plantations. There is no present prospect of extending tobacco culture to other departments as the administration will only grant authority after being assured of enough acreage to make surveillance worth while. This practically restricts tobacco culture to those departments where plantations already exist.



Packed in heavy foil instead of costly tins hence 10¢

The most remarkable tobacco ever offered to pipe smokers — in quality, in value, in taste

Back *about* 1870, James N. Wellman developed a secret tobacco process which won instant and widespread favor. *It yielded a fuller-bodied richness, mildness and fragrance* which just seemed to "go" with a pipe. No one else ever knew his secret until we acquired "Wellman's Method" and by its means made *"Granger Rough Cut"*

Granger Rough Cut

LIGGETT & MYERS TOBACCO CO.

CO-OPS SUED FOR $500,000

Charges that R. R. Patterson, general manager of the Tobacco Growers' Co-operative Association, and Tucker C. Watkins and F. R. Edmondson, other officers, entered into a secret compact to redry tobacco in 1922, 1923 and 1924, out of which they made "a clear profit of $500,000," were contained in a suit filed in Federal District Court at Danville, Va., by J. A. Wade, of Halifax County. The association was also made a party to the suit.

Wade, who said he represented a group of members of the Tobacco Growers' Co-operative Marketing Association, asked that the half million dollars be restored to the association and that a receiver be appointed for the "pool."

The long declaration set forth fifty-two grounds of complaint and forty-two interrogatories which the defendants were asked to answer. It alleged that the Edmondson Tobacco Company was favored with redrying contracts and that "pool" tobacco was shipped from a distance to keep that plant running.

R. R. Patterson, general manager, and Tucker C. Watkins, warehouse manager of the Tobacco Growers' Co-operative Association, both denied the charges.

Oliver J. Sands, executive manager and chairman of the finance committee, characterized the suit entered at Danville by Mr. Wade as "an effort to discredit the work of the association and to handicap it in its further efforts."

GERMANY PAYS DEBT WITH TOBACCO

Among the commodities which Germany is supplying to her creditors under the Dawes plan are included tobacco, fertilized trout eggs, matches, barbed wire, a linoleum factory, and telegraph poles.

One of the unique contracts awarded Germany provides for the delivery by the state fish hatcheries at Baden of a large consignment of trout spawn with which the trout streams of France are to be restocked. A private firm in Baden has a contract for the delivery of $1,500,000 worth of prepared tobacco, and a Rhenish firm will erect and outfit a complete linoleum factory at Rheims at an approximate cost of $1,000,000.

FALL SUMATRA INSCRIPTION DATES

The dates for the fall inscriptions of Sumatra and Java tobacco have been announced as follows:

Sumatra sales on Friday, September 18th and October 2d, at Amsterdam. Java sales will be held on September 11th, October 9th, October 23d, November 20th, and December 11th, all at Amsterdam, and on September 25th, October 30th and December 4th Sumatra sales will be held at Rotterdam. Inspection days will be the three days preceding the day of sale in every case.

MANILA CIGARS GAINING

The first six months of 1925 show a gain of 12,500,000 cigars imported from Manila compared with the same months last year. The trade not only gained in quantity but the quality of the cigars is much superior to those shipped in a year ago. The Manila cigar is making many new friends among the American smokers.

GERMANY FIXES TOBACCO TAX

The new German Tariff Bill proposes an import duty of 80 marks per double hundredweight upon raw tobacco.

SMILES ARE MONEY MAKERS

One of the higher courts of the land has gone on record to the effect that the ability to smile is as valuable as a cash capital of twenty thousand dollars.

A boy met with an injury to the muscles of his face through contact with an exposed electric wire. The injury deprived him of the ability to smile. Action brought against the responsible parties resulted in a verdict for the above-mentioned sum.

The only thing wrong with that verdict is the amount. The boy was not given enough money. Would you sell your ability to smile?

In *Forbes Magazine* a while ago there appeared this statement:

> "Everything is going to break right some day for the man or woman who smiles. If the smile does not bring riches, it will at least bring happiness to self and others, and happiness is greater than riches, for riches are valuable only for what happiness they buy."

A hard-headed New York broker has this to say, and I omit his somewhat profane emphasis upon the statement: "Do you know . . . that a smile is the most important thing in the world, the religion of all religions?"

Probably he goes too far in his enthusiasm, but not so much too far at that.

A smile will accomplish wonders far beyond what most of us realize. We are affected by smiles without realizing it. If we realized their effect better, we would ourselves smile oftener.

But—Smile from within. Don't count on moving the world with a mechanical smile, a smile that is merely a facial expression assumed for a purpose.

(All rights reserved)

PLANS COMPLETE FOR FORMATION OF ROBY CIGAR MACHINE CO.

Barnesville, Ohio, July 26, 1925.

Plans have just been completed here for the formation of the Roby Cigar Machine Co., with a capital of $250,000 for the manufacture of the Roby Pressing & Shaping Machine, the Roby Bunch Forming Machine, and the Roby Long Filler Bunch Shaping Machine. The factory location will be decided upon in the very near future.

WOMEN MAY SMOKE ON DETROIT CARS

Men and women are to be allowed to smoke on Detroit's street cars notwithstanding an ordinance to the contrary as well as the opposition of the city council. The counsel for the Railway Association is of the opinion that the ordinance may be ignored and accordingly, Hugh Wallace, general manager of the railway system, has ruled in favor of smoking on the cars after midnight, July 16th.

PELHAM TOBACCO MARKET OPENS

Pelham, Ga., July 22, 1925.

Fully 10,000 persons attended the opening of the tobacco market here, which took the form of a celebration of the establishment of Pelham as a tobacco market and of the completion of the big tobacco warehouse, 125 by 300 feet.

BANKRUPTCY PETITION FILED

The Independent Cigar Manufacturing Company of Pennsylvania, of Bethlehem, Pa., has filed a voluntary petition in bankruptcy before Judge Dickinson, and George F. Coffin has been appointed referee.

YORK COUNTY NEWS

(Continued from Page 10)

Red Lion

A. S. Frey & Co. are packing their "Atlantis" perfectos each cigar individually foil wrapped, which are meeting with good favor with the trade.

T. A. Winter & Co., makers of "Kinsman" foil wrapped invincibles, are enjoying a steady demand from their jobbers.

Tampa Cigar Co., manufacturers of "Federal Judge," are one of the concerns who never know a dull period, their product having a distribution in all parts of the United States.

W. J. Neff & Company continue to feature their "Robert E. Lee" foil wrapped invincibles, the cigar with a ten-cent package, and the smoking quality does not belie the looks, the sales tell, and at a nickel.

J. C. Winter & Co., the always busy firm, continue to have an increased demand for "O San," ten cents and upwards, "Skill," two for fifteen cents, and "Fifty-Fifty," at a nickel.

McGuigan Cigar Co., makers of "Beechnut" cigars, have added a number of new jobbers to their already large list of distributors of this popular brand.

T. C. Smith, manufacturer of "Magnet" cigars, which go to the consumer at five cents, has a brand that surely attracts, and duplicates fast wherever distributed.

T. L. Adair & Co. are working to capacity on "Argood" and "El Cortel," these Sumatra wrapped five-cent brands having a big following.

W. C. Frutiger & Co., makers of "Victory" and "Bank Note" brands reports that in the Philadelphia district, where the "Victory" has had a very large distribution, the "Bank Note" brand is also gaining rapidly in favor.

The Consumers Cigar Box Co. have the large new addition to their plant nearing completion, and this addition will about double their capacity, which is needed to supply the demand for quality wood boxes they enjoy. The very latest and improved automatic machinery is used throughout this plant, it being one of the best equipped in this section.

T. E. Brooks & Co., one of the very large producing concerns in this territory, are continuing to ship millions of "Havana Sweets" and "Canadian Club" cigars which go to the smokers for a nickel.

D. C. Kaltreider & Sons, manufacturers of "Apollo" foil wrapped invincibles continue to ship a large quota of this brand.

Kelly Cigar Co., makers of "Kelly" and "Kelly's Green Ribbon," are opening new factories to produce these brands.

G. A. Strobeck is making more and more of those celebrated "Gasco" cigars, and is also enjoying a nice business on his "Reginita" brand.

Martin Neff & Son, manufacturers of "Middy" foil wrapped invincibles, are increasing their production, having opened up a number of new jobbers on this brand.

The Quality Cigar Co., operated by Earl Rost, keep their factories busy on their "Jose Grande" brand, which is their best seller.

J. R.

You need Porto Rican . . .

. . . For national brands

CIGAR manufacturers have found that Porto Rican tobacco makes good "filler" for national brands. Some of the most successful cigars of the present time have Porto Rican filler in whole or in part.

It has been found that this tropical, rich, yet mild and fragrant leaf makes a more general—and more effective appeal—to smokers than any other imported tobacco.

From the viewpoint of economy, it permits every manufacturer to continue its use.

Porto Rican tobacco this year is extremely fine in quality. If you have hesitated to blend it in your cigars, try it now.

We can tell you more about Porto Rican tobacco and cigars. Write for information.

To protect buyers of Porto Rican tobacco the Government requires the affixing of a Government Guarantee Stamp to every box of cigars and every bale or barrel of tobacco leaving Porto Rico. Look for these stamps.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
136 Water Street, New York
L. A. CAPESTANY, Agent

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO
MANUFACTURERS OF HIGH GRADE CIGAR BOXES
CEDAR SAW MILLS — VENEER AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. 4270 LEXINGTON ESTABLISHED 1875.
637-641 EAST 17 ST. NEW YORK.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO.,
Third and Lock Streets, Cincinnati, Ohio.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

UNION CITY:—44,277. For cigars, cigarettes and tobacco. June 12, 1925. Charles Sliffka, Union City, N. J.

ORNISKANNY:—44,279. For cigars and stogies. June 25, 1925. Hans Fritz, Lock Haven, Pa.

BUFFALO TRAIL:—44,280. For cigars. July 1, 1925. Austin Cigar Co., Austin, Minn.

HOTEL AMARILLO:—44,281. For cigars. July 11, 1925. G. A. Gosser, Amarillo, Texas.

REANDO:—44,282. For cigars, cigarettes, cheroots and tobacco. July 11, 1925. Joseph Rademacher, Los Angeles, Cal.

A. V. C.:—44,286. For cigars. June 30, 1925. Armando Valdes, Tampa, Fla.

PLUSFOUR:—44,287. For smoking pipes and tobacco pouches. July 14, 1925. Delacour & Lewis Corp., New York, N. Y.

J. N. DING:—44,289. For all tobacco products. July 10, 1925. American Litho. Co., New York, N. Y.

WAPSIE:—44,291. For smoking pipes. July 11, 1925. Limbert Bros., Independence, Iowa.

TRANSFERS

HOSTEL:—38,173 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered May 16, 1913, by the American Litho. Co., New York, N. Y. Transferred to D. Emil Klein Co., Inc., New York, N. Y., July 8, 1925.

HOSTELRY:—38,174 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered May 16, 1913, by the American Litho. Co., New York, N. Y. Transferred to D. Emil Klein Co., Inc., New York, N. Y., July 8, 1925.

BETSY ROSS:—18,555 (Trade-Mark Registration Bureau of the Tobacco Leaf Publishing Co.). For cigars. Registered February 27, 1900, by A. S. Valentine & Son, Womelsdorf, Pa. Through mesne transfers acquired by A. A. Brugger, Erie, Pa., and retransferred to Roesch Bros., Pottstown, Pa., June 30, 1925, certain territory being retained by A. A. Brugger, the transferror.

GEN. GREENE:—12,207 (Trade-Mark Record). For cigars. Registered November 4, 1892, by Schumacher & Ettlinger, New York, N. Y. Through mesne transfers acquired by A. A. Brugger, Erie, Pa., July 3, 1923. Re-transferred to Roesch Bros., Pottstown, Pa., June 30, 1925.

FEDERAL JUDGE:—38,800 (United Registration Bureau). For cigars and tobaccos. Registered July 31, 1914, by D. F. Fleck, Reading, Pa. Transferred to Tampa Cigar Co., Red Lion, Pa., August 15, 1917.

GANS' SUPERVAL:—42,709 (Tobacco Merchants Association). For cigars, cigarettes and smoking tobacco. Registered July 15, 1922, by Gans Bros. Transferred by Gans Cigar Co., New York, N. Y., to Berninger & Henry, Allentown, Pa., July 15, 1925.

WILLIAM THE FOURTH:—24,139 (Trade-Mark Record). For cigars. Registered March 8, 1901, by O. L. Schwencke, New York, N. Y. Transferred to Gans Bros., New York, N. Y., July 26, 1901, and re-transferred to Berninger & Henry, Allentown, Pa., July 15, 1925.

NORTH COAST LIMITED:—22,897 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots, stogies and tobies. Registered July 27, 1900, for Deutsch Bros., New York, N. Y. Transferred by I. J. Deutsch, New York, N. Y., successors to Deutsch Bros. to Garnier Cigar Co., Livingston, Mont., July 13, 1925.

LYRA:—21,841 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered November 13, 1899, by Calvert Litho. Co., Detroit, Mich. Transferred to American Box Supply Co., Detroit, Mich., June 29, 1925.

AMERICAN DELEGATION OF THE INTERNATIONAL CHAMBER OF COMMERCE VISITS AMSTERDAM

Amsterdam, July 10, 1925.

After the Congress of the International Chamber of Commerce at Brussels the American delegates visited Amsterdam, and, as center for commerce and industry, the Bureau voor Handelsinlichtingen (Foreign Relations Office), Oudebrugsteeg 16.

The leader was Mr. John H. Fahey, formerly president of the United States Chamber of Commerce. Further there were present: Mr. Lacey C. Zapf, secretary of this delegation; Mr. E. W. Wollmuth, secretary of the Chamber of Commerce of Newark; Mr. L. E. Geer, vice president of the Manitowoc Shipbuilding Corporation; Mr. Basil Gavin, treasurer of the Massachusetts Holding Company; Mr. P. A. Waller, president of the Boss Manufacturing Company; Mr. H. M. J. Mannix, attorney at law; Mr. Paul Harvey, lecturer; Mrs. Jacob Baur, representative of Illinois Mfg. Assoc.

The president of the Bur. voor Handelsinlichtingen, Jhr. G. C. Quarles van Ufford, welcomed them and made a hearty speech, which was replied to by Mr. Fahey. The director, Mr. W. R. Chambers, after that conducted them around the premises, showing them departments for addresses in all parts of the world, statistics, tariffs, correspondence, sample room, etc.

Before leaving the director offered them all tea; questions were then put and answered.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE — NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

NICKELS AND DIMES

They can be Coaxed into the Cash Register.
Woolworth Made Millions out of 'em.
He Capitalized the Nickel and Dime Business
And put up the Tallest Building in the World.

What are You Putting Up?

Staple Brands of Manila Cigars at Fair Prices will Attract a stream of Nickels and Dimes to your Door.

Wide-awake Dealers have Cashed in on this trade by Taking on a Good Manila Line and Growing with the Brand.

Fair Prices and Good Profits

Manila is Delivering to the Market Cigars of excellent Workmanship, light colors, hand-made long-filled in Class A.

The best Cigars at the price that ever came from the Islands.

Our Class B and Class C cigars Challenge Comparison.

Write for list of Importers and Factory Agents

MANILA AD AGENCY

(C. A. BOND, Mgr.)

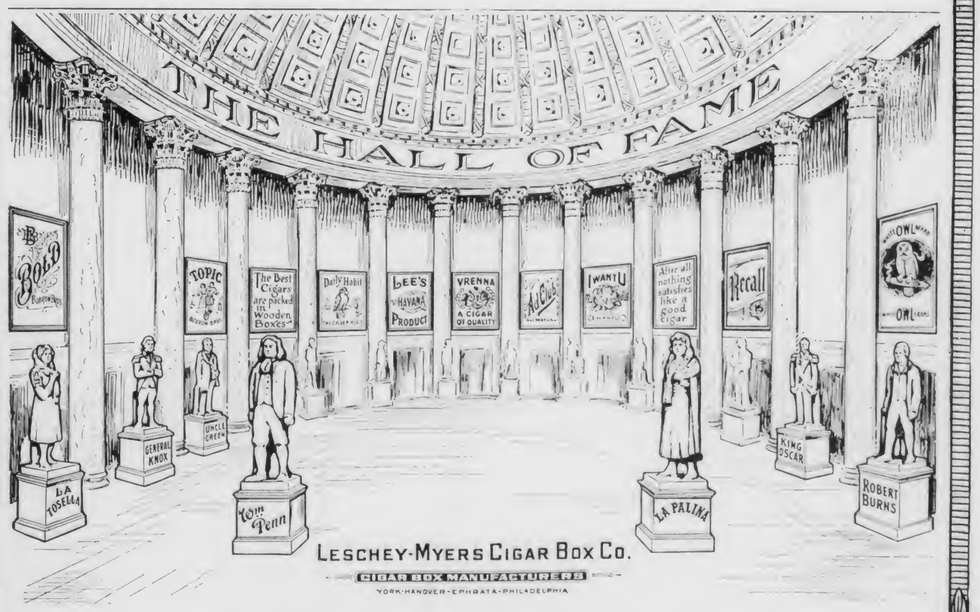
15 WILLIAM STREET - NEW YORK

AUGUST 15, 1925

VOLUME 45 No. 16

THE TOBACCO WORLD

After all nothing satisfies like a good cigar



PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Wooden Cigar Boxes

—A Square Peg In A Square Hole

PRACTICALLY all cigar store windows and show cases are designed for the effective display of wooden cigar boxes. No wasted display space—every square inch busy selling cigars.

Six Reasons Why Makers Of Quality Cigars Use Wooden Boxes

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes

MURIEL

The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

FRESH

BIGGER

BETTER

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

LA PALINA CIGAR

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.

WINDSOR After all nothing satisfies like a good cigar PENNA.

Wolverine CIGAR MACHINES

BUNCH BREAKERS
CIGAR PACKERS
BUNDLE PACKERS
ROUND CAN PACKERS

PULTE-KORRECK MACHINE CO.

231 233 IONIA AVE. N.W.
GRAND RAPIDS MICH

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
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AND
CIGAR BOX LUMBER
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GOLD LEAF WORK

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The Tobacco World
Established 1881

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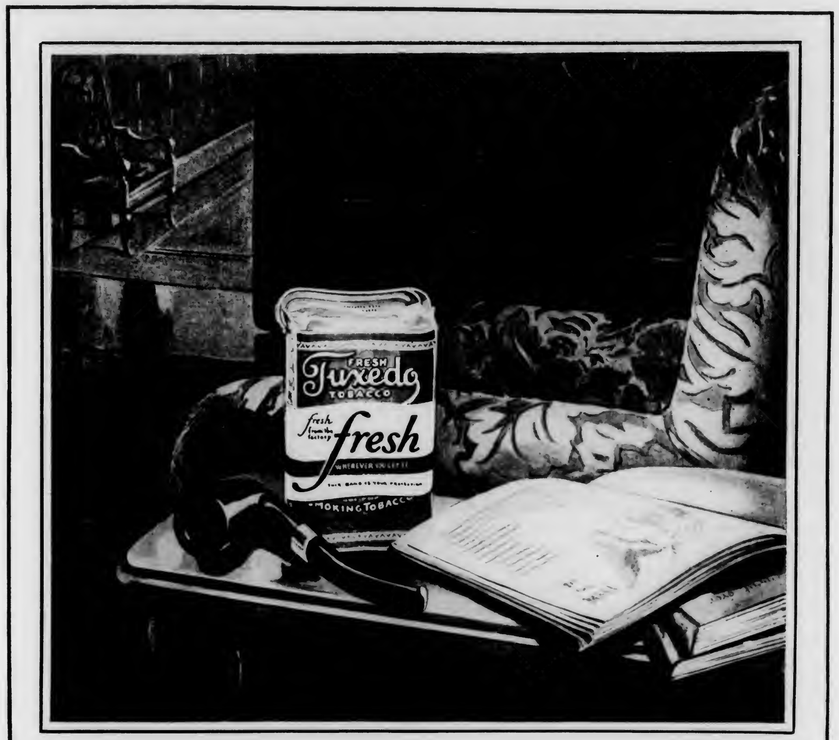

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Volume 45

THE TOBACCO WORLD

Number 16

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, AUGUST 15, 1925 Foreign $3.50

CHARLES J. THORNE DIES

Charles J. Thorne, vice-president and general manager of the William A. Stickney Cigar Company, died at 1.30 P. M. July 27 at his home, 5354 Delmar Boulevard, St. Louis, Mo., following an attack of acute indigestion. He had been horseback riding in Forest Park during the morning and came home at noon complaining of a pain in his right shoulder. The pain increased during luncheon and he left the meal to lie down. Five minutes later he was dead.

Thorne, who was forty-seven years old, was born in Syracuse, N. Y. He is survived by his wife, two daughters, Susan and Jane; one son, Lou Thorne, and two sisters.

Beginning his career as a clerk in a United Cigar Store in Chicago, Thorne rose rapidly to head of the northwestern territory for that corporation, and subsequently was sent to Denver, where he met the men now in control of the Stickney organization, who brought him to St. Louis to manage the local Stickney retail stores. A year later he was made general manager and then vice-president.

PHILIPPINE GOVERNMENT STRIVING FOR BETTER LEAF

A determined effort is being made by Government officials in the Philippines to improve the quality of cigar leaf tobacco grown in the Cagayan Valley. Farmers are being supplied with booklets covering all the points where improvement is impossible, and expert field men are devoting much time in personal interviews and in giving advice to growers.

"CHESTERFIELDS" AND "PIEDMONTS" POPULAR IN PHILIPPINES

The Liggett & Myers Tobacco Co., through their Manila agency, are conducting an extensive newspaper advertising campaign in the Philippines on "Chesterfield" and "Piedmont" cigarettes. These distinctive American brands are becoming very popular in the Philippines.

CONSOLIDATED CIGAR INCOME GAINS

A net income, after charges, of $345,061 is reported by the Consolidated Cigar Corporation, New York, for the quarter ended June 30. For the first six months of 1925 the net income was $628,107. The "Harvester" and "Adlon" cigars are manufactured by the Consolidated Company.

MAN INTERFERES WITH LANCASTER CO-OP.

Officials of the recently organized Pennsylvania Tobacco Growers' Co-operative Association today gave out a statement calling attention to the activities of an unnamed Lancaster countian who, they say, is interfering with the organization's campaign for members. The man has a plan of his own under which he would market the entire tobacco crop on the basis of acre assessments, and is telling local growers the co-operative movement will fail, officers of the new organization state.

"In the end no real harm will be done to the association by such opposition," E. K. Hibshman, president, said today, "but it gives some growers an excuse to delay entering the association, and this handicaps our work to some extent. In spite of this, however, sentiment is very favorable toward the co-operative association, and the outlook is exceedingly bright."

LEAF TOBACCO STOCKS LOWER

Leaf tobacco held by manufacturers and dealers on July 1 aggregated 1,847,224,526 pounds, compared with 2,035,677,863 on April 1 this year and 1,843,736,856 on July 1 last year, the Census Bureau today announced. Chewing, smoking, snuff and export types totaled 1,337,783,775 pounds, compared with 1,522,217,387 on April 1 this year and 1,327,851,727 on July 1 last year.

Cigar types total 423,975,046 pounds, compared with 422,966,173 on April 1 this year and 442,696,052 on July 1 last year.

Imported types totaled 85,465,705 pounds, compared with 90,494,303 on April 1 this year and 73,189,077 on July 1 last year.

CAMPBELL-EWALD TO DIRECT "WEBSTER" ADVERTISING

The Campbell-Ewald Company, Inc., Detroit advertising agency, has been appointed to direct the advertising accounts of the following Detroit cigar manufacturers: The Webster Cigar Company, maker of "Webster" cigars; the Kleiner Cigar Company, maker of "Tom Moore" cigars, and Otto Eisenlohr & Brothers, makers of "Cinco" brands. Newspapers throughout the country will be used in campaigns which are being planned for these accounts.

USE OF PHILIPPINE TOBACCO INCREASING

Judging by the inquiries coming from various points in the United States, American cigar factories are becoming more interested in the fine qualities of Philippine cigar leaf. Philippine fillers, booked and stripped, are in demand.

EDITORIAL COMMENT

Philadelphia, August 15, 1925.

FROM every quarter we hear the expression, "Times have changed." Manufacturing as it now exists is truly a new science, and we fear that the "good old days" for the manufacturer are gone forever.

A glance at our economic history reveals the salient facts.

One hundred and fifty years ago the population of the United States, or from the standpoint of the manufacturer, the number of consumers in the United States, has increased from about three million to over one hundred and ten million, an increase of about 3600 per cent.

During the same period occurred the "Industrial Revolution" and manufactured merchandise, which was formerly made in the home, is now largely made in factories.

This transfer from home manufacture to a demand for factory goods of course has resulted in a far greater demand on the factory than the mere percentage of consumer or population increase would indicate.

In addition to the tremendous increase in population and transfer of demand, there has been a very remarkable increase in actual consumer wants.

Some of our largest industrial companies today deal in commodities that were unknown one hundred and fifty years ago, or even twenty-five years ago, and to mention a few, there are railroads, street cars, electric lights, telephones, automobiles, radio and aeroplanes.

So as a net result there has been a demand increased by 3600 per cent. due direct to increase in consumers, added to by a demand for factory made merchandise for many of their wants, which were supplied by themselves in their homes in the earlier days, and further increased by new wants, unknown to our forefathers.

These last two factors have been especially strong in the last twenty-five years.

The result has been that up to the present time the United States has been, save for an occasional period of depression, a SELLER'S MARKET, in which demand was strong, and occasioned constant addition to the national manufacturing capacity.

In addition to being a seller's market, and in part caused thereby, the entire one hundred and fifty years and especially from 1896 to 1920, with the exception of some few short periods, has been a period of rising prices. This has been a very important factor in the success of American manufacturing.

In fact if the truth were known, a large part of the profits credited to manufacturing in reality has been due to speculating in and the merchandising of raw materials.

However that may be, when a manufacturer's inventory grew more valuable every day, he could hardly help making a profit, and the profits thus arising from the increase in value of his physical assets, including his plant equipment, real estate, etc., would permit many mistakes, and much waste and inefficiency in the plant operation, the real manufacturing processes, without appearing in his financial statement.

But times have changed, and while the population of the country will increase, the restriction on immigration, together with a tendency toward a lower birth rate, will result in a slower growth in population than heretofore. While there is still some work done in the home that can or will be transferred to the factory, the increase of this transfer will not be as rapid as heretofore.

We do not know what the future has in store for us to substitute for the automobile, radio, etc., after we all own these, but no doubt here our expansion will be at a rate as rapid as before.

While economists differ in their opinions, most of them agree that for the next few decades we are to look for a broad trend of declining prices, due to many reasons.

Retailers and jobbers have sensed this or perhaps are profiting by their post-war experience and are buying in smaller lots than formerly.

No longer then can the manufacturer buy carelessly or manufacture regardless of his sales, depending on rising prices and increasing demand, for his stocks are more likely to decrease than increase in value.

Due to the demands growing out of the war, our manufacturing capacity was suddenly expanded in a couple of years to an extent which under normal growth would not have been reached in many years.

We now have a 1950 manufacturing capacity with a 1925 demand, and a yearly increase in demand less than heretofore, and back of this too large a manufacturing capacity we have Europe gathering its strength to flood such markets as it can reach, and which must have some retarding influence on American manufacturing.

Many of the lessons learned by our present generation of manufacturers during the period from 1896 to 1920 when population was increasing, and factories were displacing the homes in manufacturing production, new inventions were stimulating our desires, prices were increasing, and demand equalled or exceeded supply, must now be readjusted to a period of less rapid increase in population and demand, declining prices, and a supply or manufacturing capacity greater than demand.

We are still optimistic as to the outcome, as there are still one hundred and ten million inhabitants of this country of ours, with their needs to supply, and steadily increasing wants, but until demand reaches more closely to manufacturing capacity, profits will be low.

Naturally the manufacturer with the highest costs and least effective sales policy will have the smallest profits, and gradually he will be eliminated, and those who survive will be those with the largest margin be-

(Continued on Page 9)

HEEDLESSNESS

Heedlessness is, sometimes, only another word for stubborness and in these times of anti-tobacco agitation it behooves us to heed the many warning signs in reference to smoking.

There are many people to whom the odor of tobacco smoke is highly annoying and they are often won over to the side of the anti's because some persons go around the earth with a don't-give-a-d—— manner and utterly disregard warning signs of every description.

There are many people who can not wait to get off the train or trolley to light their pipe, cigar, or cigarette, but must do so just as soon as they get on their feet to leave the car, and invariably before they get through the door, thus leaving a trail of smoke behind them, to the indignation of some other passenger.

The practice also of selling cigarettes to minors, and the police seem to take no notice of the many small boys smoking cigarettes on the streets, seems to be quite prevalent again.

All of these things are mighty weapons in the hands of the anti's and it would be a good thing for the retailer to watch his sales a little more closely in the case of minors, and also do what he can in the way of educating the smoker to realize that the non-smoker has some rights also.

It was much the same disregard for the law and the rights of others that brought the present unpopular Volstead Act to pass.

SCHULTE CLERKS MUST BE WORKERS

According to D. A. Schulte, president of the Schulte Cigar Stores Co., the young man of today who will be a success is the one who is so interested in his work that he does not have time even to think about play, and there is no place in the Schulte organization for the clock-watcher.

Mr. Schulte worked for twenty-four years without a vacation and then decided to try out the idea of taking a rest to see what it would do for him, but he became tired of doing nothing long before the end of his vacation period and returned to his desk.

NEWMAN LEAVES FOR TRIP THROUGH MIDDLE WEST

Joseph Newman, sales manager for Bayuk Cigars, Inc., has left for a trip through the Middle Western States, where he will visit the jobbers of Bayuk products.

ADVICE FOR THE RETAILER

Bethlehem, Pa.

"Inject more of your own personality into your store," was the advice of Louis J. Heckler, president, Heckler Bros., Pittsburgh, Pa., before the annual convention of the Second District, Associated Advertising Clubs of the World, here a short time ago.

Mr. Heckler discussed "Building an Eight Story Business Through Advertising."

"In order to make business," Mr. Heckler said, "a concern must make friends." He told of the success of the plan adopted by his company, that each member of the firm make five new friends a day.

"One of their early methods of advertising," he added, "proved extremely constructive and effective. It was to sell rose bushes at five cents each. Soon the town—Sheridan, Pa.—was covered with rose bushes. They proved an attractive and permanent advertisement of the company."

"NATURAL BLOOM" FACTORY MOVES

Harry Blum, manufacturer of the well known "Natural Bloom" cigar, is moving his factory and offices from 122 Second Avenue, New York City, to 1300 First Avenue, in order to enable him to cope with the ever increasing popularity of the "Natural Bloom" by increasing his production.

The new building is thoroughly up to date and nothing has been spared in providing for the best working conditions possible.

The "Natural Bloom" is distributed in Philadelphia by Dusel, Goodloe and Co., 112 North Seventh Street, and they report sales are increasing steadily.

BUSINESS IN ALLENTOWN DISTRICT BETTER

Factories in Allentown and towns along the North Penn and Perkiomen Railroads during July manufactured 15,197,816 cigars and 72,756 packages of tobacco, according to figures from the Allentown revenue office. The revenue from all sources amounted to $126,771, which is $17,000 in excess of June.

Approximately 70 per cent. of the total cigar output was of the Class C brand, retailing at between eight and fifteen cents; 20 per cent. for Class B cigars, retailing between five and eight cents, while about 10 per cent. were in Class A, in which are the "five-centers."

EDITORIAL COMMENT

(Continued from Page 7)

tween cost and selling price, and the largest volume of output and sales.

"A word to the wise is sufficient," and the cigar manufacturer who will survive and expand his business will see that his "House is put in good order," every practical economy is practised, and see to the elimination of the many leakages and losses so easily possible in cigar manufacturing processes and in the preparation and care of raw materials and supplies, as well as in the sale and distribution of his product.

J. R.

BOOKLET ON SALES ORGANIZATIONS

New York City, July, 1925.

Increased attention is being directed to sales promotion, sales research and statistics and sales training, according to the survey just completed by the Policyholders' Service Bureau of the Metropolitan Life Insurance Company.

"Tendencies in Sales Organization," their third management leaflet, describes the organization and functions of sales organizations in such nationally known companies as the American Radiator, the Fuller Brush, the Elliott-Fisher and the Burroughs Adding Machine Companies. A comprehensive chart on the last page gives the outline of these organizations at a glance.

Any interested executive may obtain a copy, gratis, by writing to the Policyholders' Service Bureau of the Metropolitan Life, New York City.

JUDGE HICKEY WEDS

Judge Levi P. M. Hickey, vice-president of the Connecticut Valley Tobacco Association, was married on July 6th to Miss Ruth A. Stillman, daughter of Mr. and Mrs. Albert E. Stillman, of East Hartford, Conn. Judge and Mrs. Hickey will spend their honeymoon in Europe, returning to this country about September 1st.

LANCASTER COUNTY TO PRODUCE 35,568 ACRES

Lancaster County is Pennsylvania's biggest producer of tobacco. In the Federal report just made public the county is credited with having 35,568 acres of tobacco under cultivation. York is second with 2088 acres.

CARMICHEL TRANSFERRED TO NEW YORK

W. D. Carmichel, who has been associated with the Liggett & Myers Tobacco Co., at their Durham, N. C., plant for the past twelve years, has been promoted to the New York offices of the concern and will fill a higher position there.

RETZLAFF TO REPRESENT HERMAN SCHOTT

John Retzlaff, with offices in Brooklyn, N. Y., has been appointed United States representative for the lithographic products of Herman Schott, of Rheydt, Germany.

JOHN B. THATCHER A VISITOR

John B. Thatcher, sales representative for the American Box Supply Co., of Detroit, and the Acme Corporation, of St. Louis, dealers in all kinds of cigar box manufacturer's supplies, with offices in New York City, was a visitor in Philadelphia last week.

WARD LINE RECEIVERSHIP TO END

Federal Judge Mack today signed a formal decree terminating the receivership of the New York and Cuba Mail Steamship Company, known as the Ward Line, and to be effective August 31. The decree states that claims of $2,500,000 against the company have been allowed.

Judge Mack in his decree reserved the right to "recapture summarily or otherwise" the properties or such part as might be necessary in case the Ward Line of the Atlantic Gulf and West Indies Steamship Company, of which it is a subsidiary, should fail to comply with the promises on which was based the receivership termination.

The United States Government has a claim of $917,605, which was referred to the special master in the case.

SCHULTE SALES INCREASE

Report of Schulte Retail Stores for the first half of 1925 showed profits of $2,500,837 before taxes, against $2,420,987 in the first half of 1924. After allowing for taxes and preferred dividends, the amount available for the common stock from the first six months of the current year equaled $5.12 on 375,000 shares, to compare with $6.67 a share on 300,000 shares in the same period in 1924. Sales in the first six months of 1925 were $16,710,095, against $15,789,760 in the corresponding period in 1924.

AMERICAN SUMATRA TO MAKE SECOND PAYMENT

The American Sumatra Tobacco Co., it is expected, will soon make a second payment of 25 per cent. with interest on the principal amount of the 7½ per cent. notes due June 1 last, thus bringing down the outstanding total to about $1,300,000.

While no reorganization plan suitable to all concerned has as yet been prepared, liquidation of the company is not contemplated, it was stated this past week. Operations are being conducted by the receivers.

DIAMOND MATCH EARNINGS DECREASE

The Diamond Match Co. reported recently net earnings of $1,863,133 for the first half of 1925, after all operating expenses. The net was $2,030,839 in the first half of 1924. After allowing for all reserves and taxes the company reported net income of $850,401, against $898,525 in 1924.

The net income for the first half of 1925 equaled $5.01 a share earned on the $16,965,100 capital stock, against $5.29 a share in the same period of 1924.

E. C. BERRIMAN DIES

Edward C. Berriman, well known member of the firm of Berriman Bros., of Tampa, Fla., died in Cincinnati, Ohio, on Sunday, August 2d, following a short period of illness due to pneumonia. Mr. Berriman was stricken while on a business trip in Cincinnati, and as his condition grew worse his family was called to his bedside and were with him when he passed away.

Funeral services were held in Chicago on Wednesday morning, August 5th.

UNITED DIVIDEND

United Cigar Stores declared the regular quarterly cash dividend of 2 per cent. and 1¼ in common stock on the common.

N. C. L. T. A. CARRYING ON FIGHT FOR LOWER TAXES

The National Cigar Leaf Tobacco Association is making a determined fight to have the next Congress reduce the tax on cigar leaf and tobacco products, and according to a letter recently sent out by Jerome Waller, president of the organization, a reduction of one-third from the present rates will be sought.

Some time ago Mr. Waller sent out a letter asking the members of the association to get in touch with their congressmen and state their views on the tax reduction question, and he has received a number of gratifying replies, showing that the members of the trade are at last aroused and determined to fight to a finish.

Mr. Waller's recent letter is as follows:

"In our letter of July 15th, we outlined the general plan of campaign for tax reduction without stating specifically what reductions we would ask for.

"Our committee has now decided to work for a horizontal reduction of one-third of the present rates and abolition of the Nuisance Tax of ten cents per 1000. This conclusion was arrived at after a very careful survey of the situation, viewing it from all angles as well as obtaining the judgment of a number of cigar manufacturers.

"May we have the assurance of your support of this plan, and will you be good enough to say so on the enclosed postal?

"Referring to our letter of July 15th, which you received, may we ask what you have done in this connection and what results you have obtained? We have already received a number of replies from senators and congressmen which have been transmitted to us by the recipients thereof. If you have not already done so we will appreciate your forwarding to us any communications which you receive from your senator, congressman or Government official to whom you have written.

"Thanking you for your co-operation, I am,

"Very truly yours,

"Jerome Waller,

"President, National Cigar Leaf Tobacco Association."

THREE "WOWS" FOR THE NEW WDC BOW-WOW

A Dog-on Good Novelty

As long as pipes are smoked, there'll be an everlasting demand for novelty pipes. It's true, they come and go, but while they last, there's nothing like riding on the demand.

But here's a new one on us—the WDC Bow-wow. It's a genuine Italian Briar, beautifully carved in the shape of a dog's head. In addition to its sweet smoking qualities this pipe has the advantage of having a most novel appearance and will be sought as a worthwhile addition to any pipe collection.

The Bow-wow retails at fifty cents, presenting an exceptional value for a carved pipe. A colorful counter display card with clips to hold two pipes is packed with each dozen in deal No. 10111.

We honestly believe that there's a pipe that'll sell like hot-cakes wherever displayed and urge every wide-awake dealer to order from your regular jobber or write direct to Wm. Dermuth & Co. at 230 Fifth Avenue for the name of the nearest WDC jobber to you.

PERSIAN TOBACCO PRODUCTION AND TRADE

Based on Report From Vice Consul George Gregg Fuller, Teheran

Tobacco is one of the principal products of Persia, and present production is estimated to be about 22,818,000 pounds annually, 11,023,000 pounds of which are cigarette tobacco, 8,818,000 pounds pipe tobacco, and 2,976,000 pounds water-pipe tobacco.

The Persian cigarette tobacco is of very good quality, and can be produced in practically unlimited quantities at a low cost. There is a considerable demand for Persian pipe tobacco in Turkey. This tobacco is for the most part prepared in Persia, and the exportation of leaf tobacco is very limited.

Developing New Markets

Persia, like many other foreign countries, is attempting an expansion of tobacco production and tobacco markets. The Persian Government seeks not only to regain the markets lost during the war but is endeavoring to develop new outlets for this trade. The Government has even contemplated sending agents to the United States to establish a direct market for Persian tobaccos, which before the war were purchased indirectly from Turkey and Europe.

Leading Markets for Persian Tobacco

Egypt is the chief purchaser of Persian leaf tobacco, and in 1924 bought 2,431,268 pounds, or about 68 per cent. of the total export, amounting to 3,550,084 pounds. In 1910 about 75 per cent. of the tobacco exported went to Turkey, but in 1914 the amount exported to that country had fallen to less than 50 per cent., whereas Egypt was increasing its purchases.

The export value of Persian tobacco has more than doubled since 1910, when 2300 metric tons were exported (value $250,000). In 1924 the exports amounted to only 1800 metric tons, valued at $500,000.

Persia Importing Less Tobacco Since the War

Before the war Persia imported from $200,000 to $310,000 worth of unmanufactured tobacco, practically all from Turkey. This quantity has now been reduced to about $50,000 annually, of which only 60 per cent. comes from Turkey.

Imports of cigarettes have likewise fallen off during the past three years. In 1914, 149,451 pounds were imported; in 1922, 83,240 pounds; in 1923, 99,414 pounds; and in 1924, 119,286 pounds.

No great trade in tobacco has existed between the United States and Persia. The United States imports from Persia mainly tobacco leaf in small quantities for blending in the manufacture of cigarettes, and exports small quantities of cigarettes to Persia. Immediately after the war the United States enjoyed a temporary market in Persia of between 5,000,000 and 7,000,000 cigarettes per year, but that market has been lost to Great Britain. In 1924 Persia imported only about 500,000 cigarettes from the United States.

Possibility of Developing Market for Cigarettes

The Persians generally prefer to smoke native cigarettes and there is a growing tendency to encourage the use of native products. Most foreigners prefer imported cigarettes, and these come at present chiefly from Great Britain. The consumers of foreign cigarettes are largely British and have a preference for brands manufactured in Great Britain, but if American exporters cared to develop this market a part of this trade could be secured. American products are still remembered in Persia from the postwar market. If large American companies sent agents to purchase leaf tobacco in Persia, they might at the same time arrange for the sale of cigarettes.

THE NEW ORDER

By M. L. Hayward

The manager of the Midland Cigar Company had ordered certain goods from a southern manufacturer.

"As you are a new customer we will ship draft attached bill lading. Reply if satisfactory," the manufacturer wired.

"Ship at once," the manager shot back.

"We've got a draft in from the Blossom Tobacco Company with a bill of lading attached," the cashier of the local bank telephoned a few days later.

"I'll come down and fix it up today," the manager agreed, went to the bank, paid the draft, took the bill of lading, went down to the freight shed, and found that the cigars were "not worth lugging home," as the freight agent expressed it.

"What'd I better do?" the manager queried.

"Go an' tell the bank you want your money back. Demand it, sharp and saucy," and the buyer did so.

"Of course you'll have to take that matter up with the shipper," the bank suggested.

"That means that I've got to take the laboring oar and sue them?"

"That's all I see for you to do," the bank agreed.

"Yes, but you give me back my money, and let them sue me," the manager demanded.

"No, the bank would have to make it good to the shipper if we took it in and then gave it back," the cashier told him.

"Then I'll sue the bank for taking my money for worthless goods."

"Sue away," was the bank's final word.

This is a situation that may arise any day in the daily life of the average tobacco dealer. The law on the point is worth knowing, and the rule is that where the seller draws a draft on the buyer and attaches a bill of lading for the goods sold, the bank collecting the draft from the buyer is not liable to the buyer for any breach of contract on the part of the seller, and that the buyer has to look to the seller for damages and not to the bank.

"The collection of the draft and the delivery of the bill of lading to the buyer by a bank," says a leading state court in a case on the point, "does not put the bank in the shoes of the seller and thereby impose upon the bank the duty of standing sponsor for the seller's warranties and obligations connected with or growing out of the contract or sale of the goods covered by the bill of lading."

OUT WITH THE BLUE STRIPES!

When you have a few minutes to spare, sit down and count up the number of business institutions, stores or offices you know where they are doing some useless thing, following some useless practice, just because it always has been done.

"The Nation's Business" prints the story of General Lord, director of the Bureau of Budgets, making inquiry of the Post Office Department as to the reasons for the blue stripes on mail bags.

He could find no reason for their use, save the fact that mail bags had always worn blue stripes. He did a little figuring, knowing that plain material would cost a cent a yard less than striped. The result showed that the Government was paying $20,000 a year just for the privilege of having blue stripes on its mail bags.

It is a safe statement that in practically every business in the country, every business that has been going fifteen or twenty years, there is some practice followed that has no more excuse than the blue stripes on mail bags.

If you are connected with a business which is long established, or which is blindly following the customs of years in such business, you can probably pick out one practice or another that could be omitted to the benefit of the net profit of the business.

Why not look around you with a view to discovering and eliminating the useless expenditure of time, money or supplies, on the "blue stripes" of your business?

(All rights reserved)

TRAVELING SALESMEN TO BE WELL ENTERTAINED

The convention of the National Council of Traveling Salesmen's Associations to be held in New York City on September 1, 2 and 3 will have before it some questions of weighty importance, but it will not be all work and no play, not by a long shot.

There will be entertainment galore. The business program has been so arranged that the entire convention scheduled is highly flavored with the spice of a good time.

Among the high lights on the pleasure side of the convention are the following definitely arranged events:

On the evening of the opening day a stag smoker at the Hotel Pennsylvania, official and convention headquarters. Many prominent officials and business men will be present to greet the visitors and E. F. Albee, head of the B. F. Keith vaudeville circuit, will send the creme de la creme of the vaudeville world to entertain the smokers.

At luncheon the first day a real novelty will be provided. Service will be aboard the U. S. S. "Leviathan" in the Hudson River.

In the afternoon of the first day all the ladies accompanying delegates to the convention will be guests of Major Edward Bowes, managing director of the Capitol Theatre, the country's most magnificent show house.

In the afternoon of the second day business will be suspended and all the men, regardless of how many thousand there are, will be the guests of Colonel Jacob Ruppert, owner of the Yankees, at the Stadium.

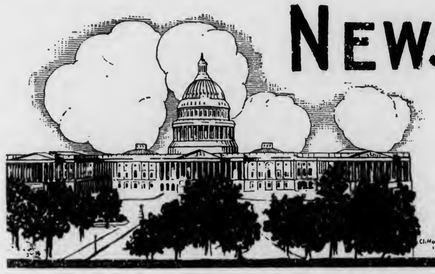
In the evening of the second day there will be a moonlight sail up the Hudson River with music and dancing and all the fun that goes with it.

The grand climax will come the evening of Wednesday, the closing day, with the dinner and grand ball aboard the transatlantic liner, the "Paris," queen vessel of the French Line.

Every minute that is not occupied with business during the three-day convention will be taken up with entertainment. Officers of the National Council are emphatic in stating that the co-operation of the City's Civic and Fraternal Committee, represented by Leopold Phillips, has been wonderful.

LANCASTER COUNTY TO HAVE GOOD CROP

Despite devastating floods and hail storms Lancaster County farmers will harvest a fair crop of tobacco. In some sections tobacco is reported to have been cut. Many fields are shaping nicely. For the present chief interest centers on the attitude of big tobacco buyers towards the co-operative marketing plan which the farmers hope to use this year in handling their product.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Treasury Department Against Graduated Income Tax for Corporations

OFFICIALS of the Treasury Department are opposed to any move to provide a graduated tax upon the incomes of corporations, and will not recommend such a tax to Congress when the suggestion of Secretary Mellon for tax reforms are submitted to the House Ways and Means Committee when that body meets in October to begin consideration of a new revenue measure.

In a letter outlining his views on the question of tax reform, Under Secretary of the Treasury Garrard B. Winston declares that a graduated income tax on corporations has no "logical basis," and would tend to split up large corporations into a number of small ones, the economic effect of which would be undesirable.

The attitude of the department to revenue legislation, Mr. Winston states, includes approval of the abolition of the Federal estate tax; a maximum normal and surtax combined of 25 per cent., which contemplates a surtax maximum of 20 per cent.; and a straight income tax, as at present, on corporation earnings.

As a result of the high returns from the corporation tax and the tariff law, greater economies in the conduct of the Government and the slashing of the 1927 budget to the lowest figure for any year since the war, it is possible that greater tax reductions than were first contemplated may be made in the proposed new bill, possibly totaling $350,000,000 or $400,000,000. Plans for bringing this about are now under consideration in the Treasury.

Right to Exclude Products of Foreign Manufacture Questioned

The right of Secretary of the Treasury Mellon to prohibit the importation of all products of foreign manufacturers who refuse to permit Treasury agents to secure cost information from their books is challenged by European governments, with which protests have been filed regarding the methods followed by Treasury agents in carrying out the provisions of the tariff law.

The matter is now being given consideration by Treasury officials, who have been asked to determine whether Section 510 of the tariff act gives the Secretary authority to bar all the products of a manufacturer who refuses to give cost information, or confines him to the specific commodity regarding which the information is refused. It is possible that the question may be laid before the Attorney-General for a legal opinion as to the scope of this section.

Foreign governments which have raised the question point out that a manufacturer may produce two or more widely varying commodities, on one of which he refuses to give cost figures, but for the others is willing to furnish all information desired. Trade secrets enter into the question and have been, in many cases, the controlling factor in the refusal of a manufacturer to open his books to representatives of the Treasury Department. Under the present policy of the department all the products of such a manufacturer are barred from entry into the United States, while the foreign governments contend that only the commodity on which data is refused should be shut out.

Federal Trade Commission's Power Questioned by Courts

The right of the Federal Trade Commission to order a citizen to sell property acquired in the course of business has been denied by the courts, and the question will be carried by the Commission to the United States Supreme Court for a determination of the extent to which it has power in this direction.

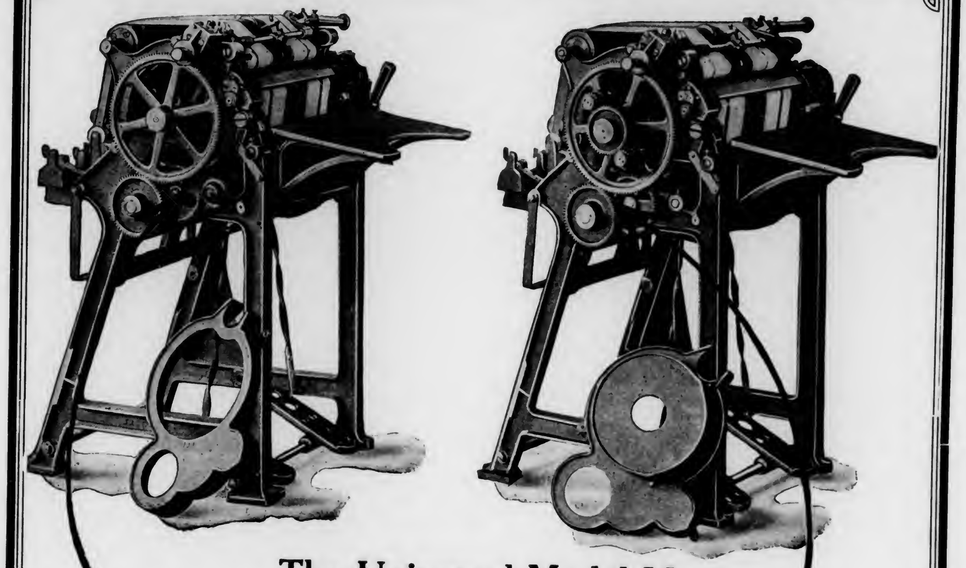
In the case in question, the commission found that a manufacturing concern, in order to bar the use in this country of a competing foreign product, had established plants for the further manufacture of its product, and had then agreed with operators of independent plants to keep its establishments inoperative so long as they refrained from using the imported product and used the American commodity exclusively. The Commission ordered the abandonment of the agreement, in which it was upheld by the courts upon appeal by the respondent, and also ordered the respondent to dispose of its plants for the further treatment of its product.

Latest Post Office Figures Show Increase in Revenue Under New Rates

An apparent contradiction of postal officials' claims that the increased postage rates are not giving the return originally expected is seen in figures just issued by the Post Office Department, showing the total postal revenues for the month of June to be 20.0125 per cent. greater than the amount which would have been received under the old rates during the same period. Similar figurs for the month of May showed an increase of only .0091 per cent.

In the opinion of Postmaster General New, however, the figures for both months are inaccurate and cannot be taken at their face value. "In my opinion," he declared, "the very large increase in June is ac-

(*Continued on Page 14*)



The Universal Model M

PLANETARY GEAR DRIVEN TYPE MACHINE

THE Planetary Gear Driven Type Model M Universal Tobacco Stripping and Booking Machine enjoys many improvements and advantages over the "Old Belt Driven Type" machine.

All Model M Universal Planetary Gear Driven Type Tobacco Stripping and Booking Machines are also equipped with a Double End Stop Lever. The Planetary Gear Driven Type Model M offers the following advantages over The "Old Type Machine."

1. Books fluffy, the stripped stock in right and left pads.
2. Does not "tear in" on the veins.
3. Stock does not pack or slip on the booking drum.
4. Overcomes the wrapping of stock around the brush.
5. Maintains uniform speed of machine and production.
6. Prevents entirely all "stalling and slipping" of the booking drum.
7. Eliminates the necessity of taping drums and drive rolls.
8. On small stock it is possible to book four pads (instead of two) on the booking drum.
9. Reduces to a minimum the cost of upkeep.
10. By eliminating all belt strain and tension greatly lengthens the life of the machine.

We Rebuild Old Model M Machines

into Planetary Gear Driven, Double End Stop Lever Type Machines, at $250.00 each.

We guarantee rebuilt machines as to workmanship and materials for the period of one year, just the same as we do new machines.

Today's Prices are:

The Model M Machine and Folding Chair $525.00

Individual Motor Drive Equipment, including ¼ H. P. Motor . . . 100.00

F. O. B. FACTORY, NEWARK, N. J., U. S. A.

Universal Tobacco Machine Company

116 West 32nd Street, New York, U. S. A. Factory: Newark, N. J., U. S A.

News from Congress

(*Continued from Page 12*)

counted for by the swing of the pendulum from the depression of May which followed the huge mailings prior to the second week of April when mailers sought to take advantage of the old rates. Therefore, the June receipts are no more indicative of what may fairly be expected than are the figures for the month of May."

Both the volume of mail and the amount of revenue show an increase over May. The total revenues from all sources were $51,809,901 for June, as compared with $42,770,451 for the same month of last year, while similar figures for May were $50,530,501, as compared with $47,117,065.

New Regulations Issued Covering Mailing of Inclosures With Catalogues

New regulations governing inclosures which may be sent with catalogues of twenty-four pages or more, mailable at the rate of one cent for each two ounces, have just been issued by the Post Office Department. The new rules are issued to meet changed conditions arising from the increase of last April in the postage rates on third-class matter, which rate circular matter and catalogues of less than twenty-four pages at one and one-half cents for each two ounces.

It is now permissible to inclose with catalogues of twenty-four pages or more a reply envelope or reply post card, provided only such matter appears thereon as obviously relates directly and exclusively to the catalogue; a single order blank bearing no extraneous matter, but only such matter as clearly pertains to the catalogue; and a loose printed circular consisting of a single sheet not larger than approximately the size of a page of the catalogue it accompanies, provided it relates exclusively to the catalogue. If in the form of a circular letter, it may not be in the nature of a general communication nor contain additional offers or refer to extraneous matters.

The inclosure with a catalogue of any loose printed matter not conforming to the conditions outlined above will subject the entire package to postage at the rate of one and one-half cents for each two ounces. However, if a circular or other printed matter is securely attached to a catalogue by pasting, stitching or stapling, so that it will form an integral part of the catalogue, it does not make it subject to the higher rate.

The inclosure of samples of any merchandise with a catalogue subjects the whole to payment of the one and one-half cent rate of postage.

Interstate Commerce Commission Provides New Method of Computing Freight Rates

The adoption of a new method of computing freight rates, on the basis of the actual distance over which shipments are carried, is provided for by the Interstate Commerce Commission in its decision dealing with less-than-carload rates in southeastern territory.

The commission some time ago intimated that in its opinion mileage was the logical basis for the computation of freight charges, and it is probable that railroads in all sections of the country will eventually be ordered to adopt this method, which, it is believed, will eliminate many of the inequities now complained of. In the southeastern case, the adoption of the system is to be general, but competition between roads will be preserved by permitting carriers having circuitous lines between important points to adopt the same rates as those having direct lines.

There has for several years been considerable dissatisfaction expressed by shipping interests over the rate situation. Railroad freight rates originally were based upon competitive conditions, and there gradually grew up a situation whereby important points enjoyed lower rates to other important points than they did to less important cities nearer to them. This naturally resulted in the latter points claiming discrimination and has been the basis of many complaints before the Interstate Commerce Commission.

In the adoption of a mileage system, of course, consideration will be given to various factors which might influence the rates, such as water competition and the flow of large volumes of specific commodities between certain points, but in general the rule has been laid down by the commission that rates should depend upon the service rendered.

OPERATIONS OF THE FRENCH TOBACCO MONOPOLY

Madagascar

A mission composed of three salaried agents of the French Monopoly has been in Madagascar since 1920, educating planters, selecting seeds, buying, curing and shipping tobacco. The quantities purchased by the French Monopoly from Madagascar have increased from 64,000 pounds in 1921 to 1,543,000 pounds in 1924. It has been estimated that the Monopoly will buy 3,000,000 pounds in Madagascar during 1925.

The first lots of tobacco received from Madagascar were of narrow, heavy leaf. The quality, however, is now showing some improvement.

Maryland tobacco seeds have been planted and are giving good results, both in yield and in quality. Its nicotine content is low. The mission is now trying to generalize the production of genuine Maryland tobacco by the Madagascar natives.

Despite the modest personnel of this mission, three seed selection stations have been created and twenty-seven warehouses are in operation. The mission has received practical support both in personnel and in money from the Government-General and the agricultural service of Madagascar.

Alsace-Lorraine

Before 1870 the tobacco crop of Alsace-Lorraine averaged about 15,000,000 pounds annually, but under German rule the crop dropped as low as 4,000,000 pounds. Quantities purchased from Alsace-Lorraine by the French Monopoly increased from 4,273,000 pounds in 1919 to 16,975,000 pounds in 1924. The estimated purchase for 1925 is 18,000,000 pounds.

KENTUCKY TOBACCO DAMAGED BY HAIL

On August 3d, three counties in the vicinity of Lexington, Ky., were visited by a severe hail and wind storm which damaged tobacco to the extent of many thousands of dollars.

The hail storm lasted for about a half hour and tobacco, corn and other crops were slashed to ribbons.

NICKELS AND DIMES

They can be Coaxed into the Cash Register.
Woolworth Made Millions out of 'em.
He Capitalized the Nickel and Dime Business
And put up the Tallest Building in the World.

What are You Putting Up?

Staple Brands of Manila Cigars at Fair Prices will Attract a stream of Nickels and Dimes to your Door.

Wide-awake Dealers have Cashed in on this trade by Taking on a Good Manila Line and Growing with the Brand.

Fair Prices and Good Profits

Manila is Delivering to the Market Cigars of excellent Workmanship, light colors, hand-made long-filled in Class A.

The best Cigars at the price that ever came from the Islands.

Our Class B and Class C cigars Challenge Comparison.

Write for list of Importers and Factory Agents

MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - NEW YORK

WHAT TO THINK OF WHEN YOU LOCATE A STORE

(From Trade Information Division of Domestic Commerce Division of United States Department of Commerce)

After determining the approximate locality in which location is desired, there are a number of factors influencing the choice of the particular street. The distance of the street from the lines of communication is very important. Usually in all but the larger cities the main shopping street is the one traversed by street cars. Street car lines may serve numerous types of communities. Therefore some analysis should be made of the traffic that the car lines carry. Street cars coming from one district will bring a different class of trade from that brought by cars coming from another district. Then again, it may be desirable not to locate the store on a street with street cars. This might depend on the buying habits and the type of customers. Customers with automobiles may prefer to go to side streets, where there are no street cars, to avoid the traffic. In addition to the street cars, those streets that are traversed by the bus lines are worthy of consideration. The frequency of service and the fare of either the street cars or the bus lines will affect their importance with regard to street location.

Many of the present retail districts originated before automobiles were so numerous and, therefore, many of the streets are not wide enough to afford requisite parking facilities. Most cities have been compelled to make parking restrictions and, no doubt, there will be many more made in the future. Some streets have been made one-way thoroughfares to facilitate the handling of traffic. Both of these facts need be given consideration in the selection of any street as a location for a store. Due regard should be given to the effect of present and possible future restrictions upon the proposed business. In some businesses the need for space to park cars is not so imperative as in others, depending somewhat on the length of time consumed in making purchases.

Some streets offer better advertising advantages than others. This is true not only because there is a greater number of passers-by, but also because some streets may be easier to find than others. The importance of the latter factor would, of course, be in proportion to the amount of trade drawn from the surrounding territory. Often the farmers and their visitors will know only a few streets in a city. Hence the advertising may become more effective when the visiting customer is already familiar with the location.

One side of a street is usually more popular than the other. There may be several reasons for this. If the street is not level, the upper side is usually more traveled than the lower. This may be accounted for by the fact that the upper side of the street is cleaner, or that the human tendency is to get on the upper side of things. Then, again, there is the question of the shady or sunny side of the street. In the summer the preference for the shady side becomes quite marked, and this is especially true for women, who do much of their shopping in the hottest part of the day. Sunlight is always an important factor to be considered in locating a retail store. Shoppers naturally seek the protection of the shady side of the street in the summer, and the sunlight affects the display that the store makes in its windows. Satisfactory displays are more difficult to make in sunny windows than in which the light is controlled or shaded; a bright glare from the outside tends to make a mirror of the plateglass windows, preventing the best appearance of any display. Then, too, the sun's rays will spoil some type of goods, especially the delicate fabrics displayed in the windows of stores catering to the trade of women.

It is possible, however, that for certain reasons the sunny side of a street may be preferred. An analysis of sales may show that the largest business is done in the winter months, during which time the traffic may prefer the sunny side. The rent is usually cheaper on the sunny side. Another factor in determining the preferable side of the street is the convenience to the street car stops. When a car stops people usually go to the nearest curb, rather than across the street. The distance of a location from a prominent transfer point is a very important factor. Customers transferring to other parts of the city may take time to make a purchase, but in order to do so they would prefer not to get off the car any considerable distance from their transfer point.

NATIONAL COUNCIL TO DISCUSS ELIMINATION OF PULLMAN SURCHARGE

The National Council of Traveling Salesmen's Associations will decide upon definite steps to be taken in an attempt to force the elimination of the railroads' surcharge for Pullman tickets, when they meet at the Hotel Pennsylvania in New York for their annual convention, September 1, 2 and 3.

As spokesmen for more than 900,000 men who are patrons of the Pullman service the greater part of the year, the National Council represents the greatest organized body of men affected by the surcharge.

Its position, it was stated at the executive headquarters yesterday, is that the Pullman surcharge was initiated as a war measure and has no proper place today in railroad revenue. It is claimed that it operates as an unfair surtax and should be repealed.

In a statement the National Council said:

"President Coolidge in his Inaugural Address stated our position exactly when he said: 'We do not any longer need war-time revenues. The collection of any taxes which are not absolutely required, which do not beyond reasonable doubt contribute to the public welfare, is only a species of legalized larceny.'

"All other war-time surtaxes have been repealed," the statement continued, "but this one with its $34,000,000 yearly 'velvet revenue' for the carriers appears to be a different sort of animal. It was formally discontinued by the Government after the Armistice, but soon after the railroads were restored to their private owners, it was reimposed by the Commission as a 'rate'—and 'rates' are peculiarly more sacred than war-time surtaxes, it seems!"

Legal measures to force the elimination of the surcharge are under consideration and will come up for decision at the convention. The Association Executive Committee has authorized negotiations which are being made to retain several of the most pre-eminent lawyers of national standing to augment the present staff corps of National Council attorneys.

WILLIAM FOX TO REPRESENT ROBY

William Fox, who is well known about the local cigar factories, having acted as superintendent in a number of them during the past several years, announces that he has been appointed representative of the Roby Cigar Machine Co., of Barnesville, Ohio, for Pennsylvania, Delaware, New Jersey, New York, and the New England States. The Roby Cigar Machine Co. has been recently reorganized and had an exhibit of their bunching machine at the last Tobacco Exposition in New York City.

BELGIAN LEAF TOBACCO MARKET FOR JUNE, 1925

While the market for leaf tobacco was not very active during June, a slight improvement was noticeable as compared with the preceding month, reports American Consul Messersmith to the Department of Commerce. Transactions were not numerous although considerable interest was shown in certain grades of tobacco, principally for tobacco of good quality. It is interesting to note that the disproportion between tobaccos of good and ordinary quality which a year ago was slight is now very important. This factor would indicate that prices on ordinary grades of tobacco are those which have principally declined.

In Santo Domingo tobacco of the new crop a few important transactions were recorded at relatively attractive prices. The first arrivals of the new crop of Santo Domingo were of a light sort and of a relatively good leaf. It is reported, however, that there are doubts as to the good preservation of these lots which were packed at the beginning of the harvest.

As was predicted in the report for May, manufacturers are again showing increased interest in Paraguay tobaccos. A few important transactions were made at unchanged prices. There was also a good demand for Mexican tobaccos and a few transactions were recorded at relatively low prices. The tendency of Brazilian tobaccos was firmer during June, due to reports received from the origin to the effect that it is expected that the new crop will suffer on account of the dry weather conditions existing there.

In Java tobaccos, the demand continued to be accentuated for wrappers and fillers of good quality which still maintained their high levels. Java tobaccos of inferior quality, however, were neglected.

The market for American tobaccos was relatively quiet during the past month. Kentucky tobaccos of ordinary quality continued to be neglected and in spite of the commissions which holders were ready to make, the sale of this tobacco was difficult. It is said that reports from the United States state that the new crop will not be favorable, due to the excessive drought and it is expected that the crop will be a deficient one.

Although arrivals of leaf tobacco at Antwerp during June were smaller than those of the preceding month, imports from the Near East were much heavier. During June a total of 14,620 bales of Near Eastern tobacco arrived at the port of Antwerp, as compared with only 7192 bales during May. Arrivals from Holland fell off from 6119 bales in May to 1426 bales in June. Imports from Germany and Brazil also declined during the past month.

Stocks of all tobaccos on hand in Antwerp at the close of June were not large, due to the smaller arrivals. It is believed that as long as prices remain at their present levels, arrivals will continue to be small and no stocks will be accumulated.

WDC ARROWHEAD HITS THE MARK

Since the days of Pocahontas, cigarette tubes have always been made in the same way. They were just what the word "tube" indicates—a cylinder—through which to smoke a cigarette. Sometimes the shape or form was slightly modified, but the basic construction remained the same.

For years William Demuth & Company, the world's largest manufacturers of pipes and smokers' articles, have devoted the facilities of their experimental department toward radically changing the principle of the cigarette tube, to effect an improvement.

They have finally perfected a new type of cigarette holder. It is the WDC Arrowhead, and we are convinced that the Arrowhead "hits the mark."

Here are its salient features, different from any other holder:

It is a cigarette holder which is not hollowed to hold the cigarette—any size cigarette—oval or round—large or small—will fit it.

You just stick the cigarette tightly onto the metal Arrowhead projection. It holds tight—and smokes right.

The end of the cigarette is not squeezed—there is a free draft.

The fire automatically goes out when you have smoked down to within one-quarter of an inch of the end of the cigarette. No waste—and it can't char the holder.

The butt doesn't fall off—it can't.

You don't have to dig out the butt. You just lift it off the Arrowhead—and you do not burn your fingers because the light is out.

If there's nothing new under the sun, what would you call this? Every cigarette smoker will want one.

Dealers who have already put in the Arrowhead report that it is selling like wild-fire.

The WDC Arrowhead Holder is priced as a twenty-five cent item in good quality rubber, four and one-half inches long, in the popular trumpet shape. It is sold one dozen on an attractive display card, which quickly tells the smoker the special advantages of this new tube.

The Arrowhead tube is also made in Bakelite in two sizes to retail at fifty cents and $1 and in briar to retail at fifty cents.

William Demuth & Company will gladly submit samples of the Arrowhead promptly on request to all bona fide jobbers.

ANNUAL CIGARMAKERS CONVENTION

The annual convention of the International Cigarmakers Union opened in Boston, Mass., on August 10th, with approximately forty thousand cigarmakers from the United States, Canada, Porto Rico, and Cuba in attendance. Boston Local Union No. 97 will entertain the delegates.

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE
Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."
Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO
MANUFACTURERS OF
HIGH GRADE CIGAR BOXES
CEDAR SAW MILLS — LABELS, RIBBONS, CIGAR MAKERS SUPPLIES — ESTABLISHED 1870.
TEL. 4370 LEXINGTON
657-641 EAST 17 ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

CIGAR BOXES

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

HARTLEY SMOKING MIXTURE:—44,295. For smoking tobacco May 5, 1925. K. Sachs & Sons, Brooklyn, N. Y.

PROFESSION:—44,296. For cigars. June 26, 1925. Jacob Rich, New York, N. Y. (The trade-mark, though apparently not heretofore registered in any of our Affiliated Bureaus, is claimed to have been acquired by the registrant by a transfer from Moses Kopp, New York, N. Y., May 26, 1925.)

BEN-DEN:—44,297. For cigarettes. November 12, 1924. Pacific-Oriental Tobacco Co., Los Angeles, Cal.

BEN-NEM:—44,298. For cigarettes. November 12, 1924. Pacific-Oriental Tobacco Co., Los Angeles, Cal.

NAISHAPUR:—44,299. For cigarettes. November 25, 1924. Pacific-Oriental Tobacco Co., Los Angeles, Cal.

PRIDE OF MERCER:—44,305. For all tobacco products. July 24, 1925. Edwin Abe, Wapakoneta, Ohio.

INGERSOLL DOLLAR PACKAGE:—44,306. For cigars. July 23, 1925. Porto Vana Cigar Co., Philadelphia, Pa.

SCOTTY ALLAN:—44,307. For all tobacco products. July 24, 1925. American Litho. Co., New York, N. Y.

VAN TURO:—44,309. For all tobacco products. July 27, 1925. C. B. Henschel Mfg. Co., Milwaukee, Wis.

VALUE PLUS AND VALUE +:—44,310. For cigars, cigarettes, cheroots and chewing tobacco. July 28, 1925. Heineman Bros., Baltimore, Md.

RIGHT-O!:—44,311. For pipes and smokers' articles. July 28, 1925. Caldwell Novelties, Inc., Bloomfield, N. J.

CLUB FIVES:—44,312. For cigars and tobacco. June 27, 1925. Eduardo Gonzales & Co., Chicago, Ill.

DR. CHARCOT:—44,313. For tobacco, pipes and smokers' articles. July 23, 1925. National Products Co., Minneapolis, Minn.

JUAN B. CRUZ:—44,314. For cigars. July 22, 1925. Juan B. Cruz, West Tampa, Fla.

TRUESTA:—44,315. For cigars. July 29, 1925. F. W. Tuchelt's Sons, St. Paul, Minn.

TEDDY BREAKER:—44,317. For cigars and stogies. July 15, 1925. C. D. Moore, Zanesville, Ohio.

PIT-TO-ED:—44,318. For all tobacco products. August 4, 1925. Petre Litho. Co., Philadelphia, Pa.

OUR GANG:—44,319. For all tobacco products. July 6, 1925. Arnold Unger, Ocean Park, Cal.

COSMOPOLITAN CLUB:—44,320. For cigars. July 9, 1925. Gradiaz, Annis & Co., Tampa, Fla.

ATLANTIC & PACIFIC:—44,321. For all tobacco products. August 7, 1925. Larus & Bro. Co., Richmond, Va.

MOOSE HUNTER:—44,322. For cigars. August 5, 1925. George H. Getz, Reading, Pa.

TRANSFERS

WHITE ORCHID:—14,431 (Trade-Mark Record). For cigars. Registered February 7, 1895, by George Schlegel, New York, N. Y. Transferred to P. E. Reichard Co., Red Lion, Pa., February 25, 1925.

THE REASON:—(Tobacco World). For cigars, cigarettes and cheroots. Registered March 13, 1911, by C. B. Henschel Mfg. Co., Milwaukee, Wis. Through mesne transfers acquired by A. E. Wallick, York, Pa., and re-transferred to S. C. Kling Co., York, Pa., July 15, 1925.

FURNITURE CITY:—22,799 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered July 3, 1900, by Kuppenheimer Cigar Co., Grand Rapids, Mich. Transferred to Vanden Berge Cigar Co., Grand Rapids, Mich., May 1, 1925.

ROYAL MAJOR:—29,168 (U. S. Tobacco Journal). For cigars. Registered August 3, 1904, by Augustus Kuppenheimer, Grand Rapids, Mich. Transferred to the Vanden Berge Cigar Co., Grand Rapids, Mich., May 1, 1925.

LA VALA ROSA:—7651 (U. S. Tobacco Journal). For cigars. Registered February 10, 1887, by A. Kuppenheimer, Grand Rapids, Mich. Transferred to the Vanden Berge Cigar Co., Grand Rapids, Mich., May 1, 1925.

LADY TEAZLE:—4902 (U. S. Tobacco Journal). For cigars. Registered November 23, 1886, by A. Kuppenheimer, Grand Rapids, Mich. Transferred to the Vanden Berge Cigar Co., Grand Rapids, Mich., May 1, 1925.

KUPPENHEIMER'S OWN No. 2:—839 (U. S. Tobacco Journal). For cigars. Registered October 4, 1883, by A. Kuppenheimer, Grand Rapids, Mich. Transferred to the Vanden Berge Cigar Co., Grand Rapids, Mich., May 1, 1925.

WAPSIPINICON:—35,965 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered September 12, 1910, by Barnes-Smith Co., Binghamton, N. Y. Transferred to Limbert Bros., Independence, Iowa, September 19, 1910.

DARDANEL:—42,801 (United Registration Bureau). For cigarette papers. Registered February 16, 1916, by A. B. Keljikian & Co., Providence, R. I. Transferred to Berberian Tobacco Co., Boston, Mass., and re-transferred to Gluckman & Strauch, Inc., New York, N. Y., July 28, 1925.

YELDIZ:—44,802 (United Registration Bureau). For cigarette papers. Registered February 16, 1916, by A. B. Keljikian & Co., Providence, R. I. Transferred to Berberian Tobacco Co., Boston, Mass., and re-transferred to Gluckman & Strauch, Inc., New York, N. Y., July 28, 1925.

MARK ANTHONY:—27,396 (U. S. Patent Office). For cigars. Registered December 3, 1895, by Edw. C. Berriman and Matthew W. Berriman, Chicago, Ill. Transferred to Francisco Alvarez Co., Tampa, Fla., July 29, 1925.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
After all nothing satisfies like a good cigar.
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
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Lorillard's Snuff, Est. 1760
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ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
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SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

FULL Havana Filler

Actual size of Robt Burns PANATELA

Remember the finest cigar you ever smoked?

Sometime — somewhere — you probably smoked a cigar that tasted so sweet, so mild, so mellow that you've just dreamed of finding another like it.

It had a fine Havana filler—that's certain. But Havana, probably, from one of those wonderful years when Nature surpasses herself.

Just such tobacco is now being used in Robt Burns . . . from the sweetest-tasting crop since 1915.

You can now set your cigar expectations as high as you like. The FULL Havana filler of Robt Burns is sure to satisfy.

Robt Burns

PANATELA	PERFECTO	INVINCIBLE *(foil-wrapped)*	STAPLES
10¢	2 *for* 25¢	15¢	10¢

General Cigar Co., Inc.

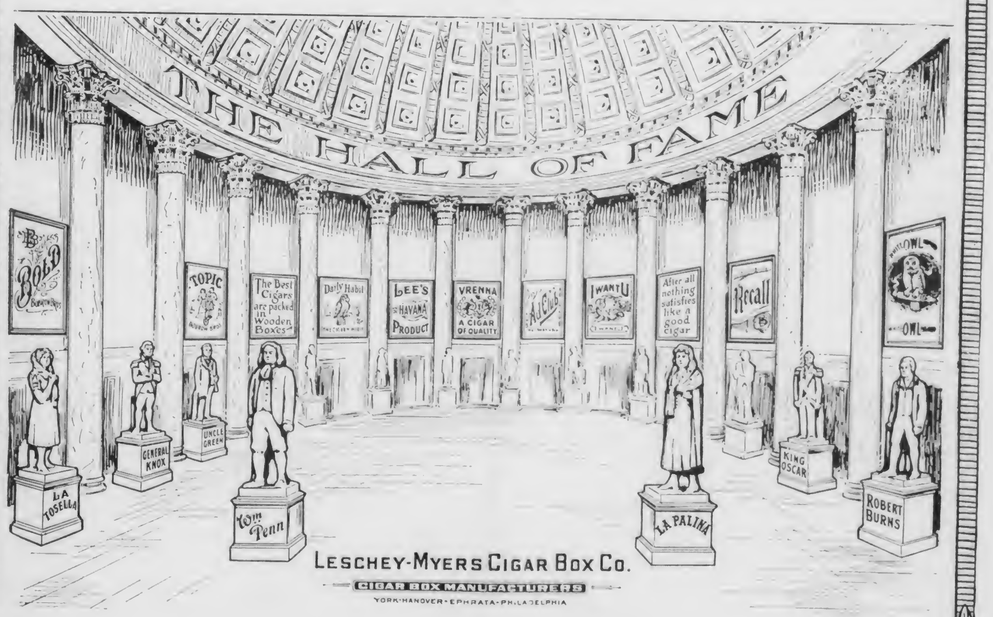
After all nothing satisfies like a good cigar

SEPTEMBER 1, 1925

VOLUME 45 No. 17

THE TOBACCO WORLD

After all nothing satisfies like a good cigar



PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Fewer Unsaleable Cigars Are Found In Wooden Boxes

IN wooden boxes the cigars are not handled and rehandled by smokers who want to see their color, shape or size. Hence there are fewer damaged, unsaleable cigars upon which the dealer takes a loss.

Six Reasons Why Wooden Cigars Boxes Are Better

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
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OPTIMO CIGARS (VERY MILD)

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
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MURIEL
The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

FRESH
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CIGAR

Extremely Mild

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

BUSINESS OPPORTUNITY

CAPITAL WANTED TO DEFRAY PATENTS COSTS, PRODUCTION and marketing several types, meritorious, cheaply made, easy to clean pipes. Good proposition. Address Box No. 489, "The Tobacco World."

SITUATION WANTED

WANTED—CORRESPONDENCE WITH CIGAR MANUFACTURER who could use the services of a practical factory superintendent. Experienced cigarmaker on handwork, suction or fresh work machines. Address Box 487 c/o "Tobacco World."

SUPERINTENDENT—MAN WITH 25 YEARS' EXPERIENCE desires position as cigar factory superintendent with reliable manufacturer. Address Box No. 479, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 45 SEPTEMBER 1, 1925 No. 17

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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NATURAL BLOOM
The Cigar of Quality
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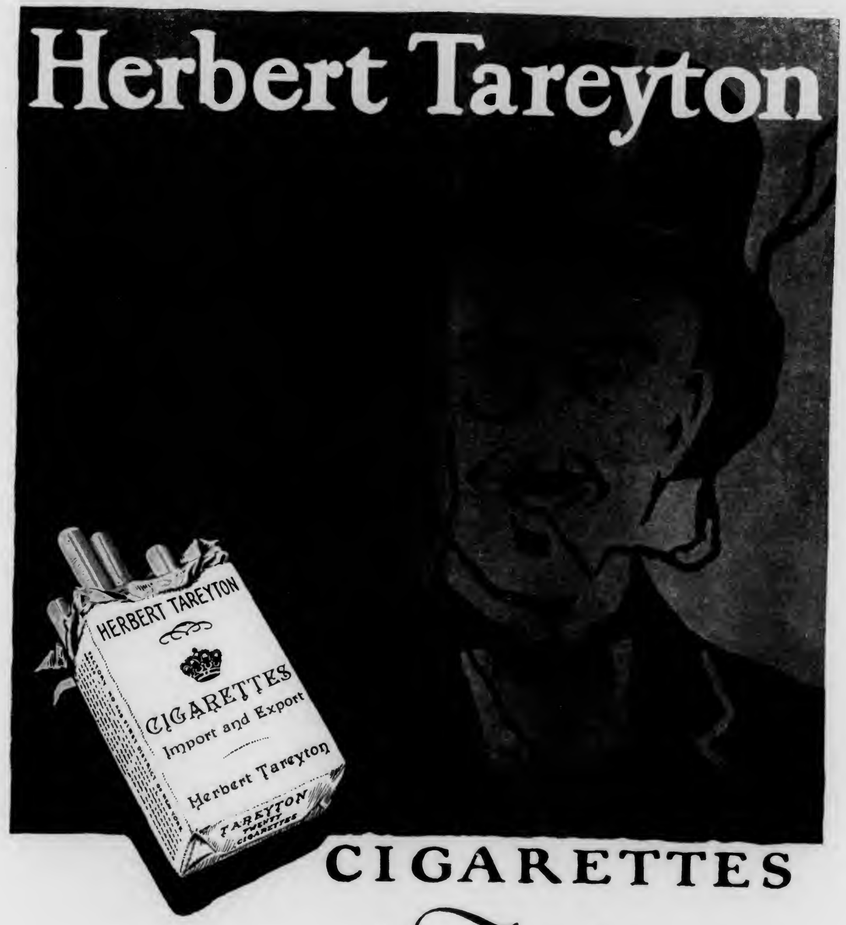


CIGARETTES

"There's something about them you'll like"

TAREYTONS ARE A QUARTER AGAIN

Volume 45

THE TOBACCO WORLD

Number 17

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, SEPTEMBER 1, 1925 Foreign $3.50

BUSINESS CONDITIONS

The National Bank of Commerce in New York, in discussing current business conditions, states that:

"Conditions are practically unchanged from thirty days ago. In no line has there been more than the customary midsummer decline in the volume of business while in many industries the slackening has been less than is usual. The improved agricultural outlook continues to be the outstanding feature of the situation. Good crops of corn and cotton are now fairly well assurred and the short wheat crop is being compensated by a satisfactory price. While it may well be that in some lines of industry there is a disposition to count unduly on farmer buying, it is safe to assume that this autumn goods of all classes will find a readier market in most agricultural regions than at any time since the postwar depression began.

"It is generally conceded that unemployment has been a little more than normal thus far this year, primarily as a result of the difficulties of a few industries, chief among them being wool and cotton textiles, the boot and shoe industry in New England and bituminous coal operations in the territory affected by the Jacksonville agreement. The enormous volume of building and construction continues, however, to furnish steady work throughout the country not only for the skilled building trades, but for the large body of semi-skilled and unskilled labor usually most subject to irregular employment. Good retail trade is therefore assured in most industrial sections of the country.

"There are now evidences of broadening inquiry in such diverse industries as iron and steel, cotton textiles and footwear. With consumer demand at high levels both in agricultural and non-agricultural localities, the outlook is for an autumn prosperity shared by practically all classes of business."

S. T. GATES RESIGNS FROM WEBSTER

Samuel T. Gates, vice-president of the Webster Cigar Company, in Detroit, has resigned from that company, according to advices from Detroit.

Mr. Gates is widely known in cigar manufacturing circles as a man of exceptional ability and his many friends regret to learn of his withdrawal from the industry.

Mr. Gates has been associated with the Webster Cigar Company since its organization and has been one of Mr. Gilbert's most able assistants. His resignation became effective August 1st, and no announcement as to his future plans has been made.

MORRIS STERN PRESIDENT OF ROBY CIGAR MACHINE COMPANY

According to reports, Morris E. Stern, of the Miami Valley Tobacco Growers' Association, has been elected president of the recently re-organized Roby Cigar Machine Company, of Cincinnati. The company is capitalized at $250,000.

Following a meeting in Cincinnati on August 10th, the following officers were elected: H. L. Roby, vice-president and general manager; Alex Pappenheimer, secretary and treasurer. The following directors were also elected: H. L. Roby, who is the inventor of the Roby pressing and shaping machine; the Roby bunch-forming machine; Roby long filler shaping machine and the automatic scrap feeding machine; Morris E. Stern, one of the most widely known men in the cigar leaf tobacco industry; Alex Pappenheimer, vice-president and treasurer of the Lewis Newburg Company; William Fox, of Philadelphia, who is eastern representative of the Roby Company; John Sauer, a retired leaf tobacco man, of Cincinnati; Albert Johnson, formerly with Miller, DuBrul and Peters, manufacturers of cigar-making machinery; Walter Doehring, a member of the model department of the National Cash Register Company; John Hood, who is buyer for the Dog Drug Company, cigar department. There will be a ninth director elected, but his name has not been announced up to the present time, but it is understood that it is to be one of the largest packers of Ohio tobacco.

The present address of the Company is 2029 Elm Street, Cincinnati, Ohio.

BETTY HOYLE PASSES AWAY

The many friends of P. V. Hoyle, business manager of *The Tobacco Leaf*, will be very sorry to learn of the death of his daughter, Betty, on Monday, August 17th. Betty, had been an invalid for several months, due to a heart affliction. Funeral services were held on Wednesday morning, August 19th.

The Tobacco World joins with Mr. Hoyle's many friends in expressing sincere sympathy to him and his family.

FIRE DESTROYS WELLER'S CIGAR STORE

A disastrous fire which visited the business section of Hightstown, N. J., in the early morning of August 27th, destroyed the cigar store of Frank Weller.

The fire was discovered about one o'clock in the morning in a hardware store a short distance from the cigar store, and for a time it looked as though the entire business section of the town would be wiped out. Seven stores in all were entirely destroyed and fire companies from four surrounding towns were called in before the fire was gotten under control.

EDITORIAL COMMENT

IN the past there has been considerable talk about the panatela-shaped cigar being a size favorable to increased cigar smoking. A few of the larger firms have always produced the panatela shape to supply certain markets which demand it.

Whether the production of this shape has been increased or not, we cannot say. We do note, however, that in places far from the Philadelphia market the panatela shape seems to be in growing demand with the smoker.

At a number of functions where cigars were furnished we found the panatela size the one most quickly exhausted. There seemed to be a tendency away from these big plugs of tobacco that are neither satisfying nor artistic. Five hundred pennies carelessly thrown on the table make a much more imposing pile than a single new five-dollar bill. Yet their value is the same.

And so with cigars. These baseball bats of tobacco look like more, but in reality are no more satisfying than a perfecto of modest size, with a higher quality of tobacco in it.

In the course of a year we smoke cigars of every size and character, and it is our candid opinion that these cigars that remind us of nothing other than overstuffed furniture serve no useful purpose, except to get rid of a lot of tobacco which in turn is wasted by the smoker. Rather than increase the consumption of cigars they surfeit the smoker and have a tendency to reduce his cigar purchases.

The panatela is a logical smoke. It can be pleasantly consumed to the very end and still leave the smoker with the desire for another one. It can be sold at a price that will be attractive to the average smoker. It is a straight shape that lends itself to mechanical production.

We could name a firm that through good years and poor years of business has steadily maintained production that has varied only slightly, as compared with the variation suffered by competing firms. And through all these years they have held their old customers and added new ones with sizes that for the most part have been only slightly larger than the panatela.

No matter at what price these large cigars are sold, if they fail to appeal to the great army of smokers they are not assisting the industry.

Statistics show not only a decline in the smoking of cigars, but very apparently a decline in the number of cigar smokers. What if the business does drift into a few hands with no new cigar smokers being created? Isn't it after all a temporary situation that must seek its level? Fifteen or twenty firms are going to have a harder time creating new cigar smokers than fifteen hundred or two thousand.

We believe that an effort on the part of the cigar manufacturers of the country to establish and increase the market for panatela size cigars of quality will have a favorable effect on the cigar manufacturing industry. It is a movement that has been suggested for a long time, and it is one that is worth trying in a wholehearted way.

REMINGTON CASH REGISTER COMPANY DECISION

A decision of considerable interest and importance to all retail trade, as well as to the parties at issue, has just been handed down by Judge Edwin S. Thomas in the United States District Court of Connecticut in the suit for patent infringements brought by the Remington Cash Register Company, Inc., *et al.*, against the National Cash Register Company.

As a result of this decision, which was entirely favorable to the Remington Company, two of the most recent styles of National Cash Registers, known as Class 1700 and Class 2000, are held to infringe many claims of a patent granted September 12, 1922, to William S. Gubelmann, Buffalo, N. Y. Mr. Gubelmann has now been given the recognition and reward for which he has labored more than thirty-five years, first in developing his inventions on calculating machines, and for the past twenty years defending his rights before the Patent Office and the courts against the opposition of some of the largest corporations in the country.

Judge Thomas pointed out that the National Cash Register Company's applications for similar patents were filed after the defendant's attorneys had knowledge of the Gubelmann inventions.

The National Cash Register Company raised seventeen distinct objections to the enforcement of the patent, each of which was overruled by Judge Thomas, who upheld it as a pioneer in the field of mechanical accounting machines:

> "We must not lose sight of the fact," wrote the Judge, "that the invention disclosed by the patent in suit was presented in 1900—twenty-five years ago, when it may fairly be said that the art was then in its infancy—for this was the first time a mechanical accounting machine was invented that would record the items and print sub-totals of a series of bills and at the same time preserve the grand total."

One of the objections raised by the defendant was based on the long delay in granting Mr. Gubelmann's patent. Of this the Court pointed out the fact that a large portion of the delay was due to interferences provoked by the defendant.

The infringements charged and sustained in the suit involved the use of a plurality of totalizers, capable of accumulating sub-totals and grand totals, devices for clearing the totalizers independently, and mechanism for printing or recording both sub-totals and grand totals. The principles of Mr. Gubelmann's inventions are applicable and are being applied to a number of adding and computing machines, and it is thought that this decision will also affect a large number of companies manufacturing these machines throughout the country.

AMERICAN TOBACCO EXPORTS IN 1925

"Revolutionary disturbances in China, depressed business conditions in Great Britain and certain Continental European countries and increased shipments of Turkish tobacco to European markets are among the causes to which is ascribed the sharp curtailment of American leaf tobacco exports in the first half of 1925," says the National Bank of Commerce in New York. Commenting on the situation in the September issue of *Commerce Monthly*, the bank points out that:

"Exports of unmanufactured leaf tobacco from the United States in this period were over 40 per cent. lower than in the similar period in 1924. The aggregate decline in exports was more than 120,000,000 pounds. So far, exports this year have been the lowest in five years.

"Exports of bright flue-cured, the type ordinarily in greatest demand in foreign countries, suffered the greatest decline from the 1924 level. The hold this kind of tobacco has on foreign markets, however, is indicated by the fact that it was the only important type of export tobacco that showed a substantial increase over 1923. The sharp decline in dark-fired tobacco exports was unexpected since so many countries of Europe depend on this strong, dark tobacco that can be purchased at a low price.

"The principal markets for American leaf tobacco are in the United Kingdom, Continental Europe, China and Australia. The United Kingdom took nearly 20,000,000 pounds less of American tobacco in 1925 than in 1924. Exports from the United States to China, while considerably larger than in the years 1921 to 1923, were 19,000,000 pounds less than in 1924.

"Increased shipments of Turkish tobacco to European consumers displaced a certain amount of tobacco normally derived from America. Countries in central Europe, notably Germany, are large consumers of Turkish tobacco. Due to heavy production of tobacco in Turkey and the Balkan States more than normal supplies of grades not suitable for the American trade have moved to European markets. The removal by Greece of the export embargo on unmanipulated tobacco is likely to augment shipments from that country. Nearly 60 per cent. of the Turkish tobacco used by German cigarette manufacturers originates in Bulgaria and finds its way to Germany through Greece and the Netherlands.

"Exports of American tobacco to Germany in the first half of 1925 were less than a fifth of the exports of the similar period of 1924. The German tobacco industry is reported to be very dull. It is extremely difficult for large manufacturers to obtain credit and since Government claims, as taxes, precede other claims, manufacturers cannot pay raw tobacco dealers. The situation has become aggravated by the new German tariff bill which provided an import duty of seventy-five marks per hundred kilos on raw tobacco.

"Sharp declines occurred in exports to the other countries of Europe, with the exception of Spain, which has increased its takings substantially over the past few years. The decline in exports to Italy is likely to be permanent since that country is increasing tobacco production to take care of domestic requirements.

"It is now expected that this year's tobacco crop will be little, if any, in excess of the crop of 1924. While stocks are large they are not much heavier than they were a year ago, and domestic demand continues at a high rate."

CENTENARIAN SMOKES CIGAR A DAY

Philip Dobrow, of Lyndhurst, N. J., celebrated his one hundred and first birthday on August 30th, by smoking a cigar and then taking a half-mile walk. He has smoked a cigar a day for the last fifty years and has not known a day's illness during the past forty years. Mr. Dobrow came to this country from Kovno, Russia, in 1913.

EISENLOHR-SCHULTE DEAL DENIED

The persistent rumors going the rounds that the Schulte Stores Company was about to merge with the Eisenlohr firm, has been emphatically denied by officials of the Eisenlohr Company.

At the time the rumor was at its height the stock of the Eisenlohr Company gained several points on the Philadelphia Exchange, but when it became known that the rumor had been denied the stock lost ground.

There is no denial that overtures were made to the Eisenlohr concern several months ago, but not by the Schulte Stores Company.

THIEVES PICK BEST CIGARS

Thieves entered the store of Jacob Brooks, 113 North Tenth Street, on the night of August 19th, and stole tobacco and cigars valued at $500. The robbery was not discovered until the store was opened the next morning by Mr. Brooks.

Only the best grades of cigars were taken by the thieves, and they apparently sampled the stocks before making their choice, as several cigar stumps were found on the floor the next morning.

LANCASTER ASSOCIATION NOW READY FOR SIGNERS

The educational campaign, preparatory to obtaining signers for the proposed Lancaster County Tobacco Growers' Association, is now completed and workers will begin at once to obtain signatures of growers who are willing to pledge their assistance. It is hoped to control about 90 per cent. of all the tobacco grown in Lancaster County through the organization. Virtually all the big producers are ready to cast their lot with the body.

H. L. BUSH RETURNS TO PHILADELPHIA

H. L. Bush, sales representative of The Universal Tobacco Machine Company, who has been in Tampa, Fla., for several months in the interest of his firm, was a visitor in Philadelphia a short time ago, and is at present enjoying a short vacation in the New England States and Canada. He expects to be away for about three weeks.

"LUCKY STRIKE" DEAL GOES OVER BIG

During the past two weeks a special offering of "Lucky Strike" cigarettes, packed fifty in a flat tin box for twenty-five cents, has been made by the retail cigar stores in Philadelphia with great success.

JOHN GILBERT JOINS BAYUK'S

On September 1st John Gilbert, formerly with the firm of the Mazer-Cressman Cigar Company, will become associated with the Philadelphia sales force of Bayuk Cigars, Inc.

MONROE JOINS WEBSTER COMPANY

Tom Monroe, who has been with the Spietz Cigar Company, of Detroit, for a number of years, has severed his connections with that firm and joined the forces of the Webster Cigar Company, also of Detroit.

They are now being made at a Profit

THE sale of 5c cigars is steadily increasing and it is only a question of time, when more of them will be made and sold, than all other priced large cigars put together.

The problem of how to produce a good nickel cigar profitably, has been a puzzling one to Cigar manufacturers. The adoption of labor saving machinery has gone far toward solving the question—and in this direction, the Universal Model L Scrap Bunching Machine has fully proved its efficiency.

THIS MACHINE IS NOW IN USE IN UNION AS WELL AS OPEN SHOPS. Large factories as well as small, are operating them. One of the largest scrap cigar manufacturers in the country has purchased sixty of them.

A trial of this machine in your factory, under your own operating conditions, will convince you of its efficiency and money-saving features.

Let us prove to you the economy of the machine as compared to hand labor. Better bunches and at a much lower cost of production.

Price

$850

Complete

F. O. B. Newark, N. J.

HERE'S HOW THE MODEL L SCRAP BUNCHING MACHINE WILL HELP YOU SOLVE THE PROBLEM OF ECONOMICALLY MANUFACTURING 5¢ CIGARS.

1. Bunches are made on it at a labor cost of from 75¢ to $1.00 per thousand.
2. It produces 400 to 450 bunches per hour.
3. It makes uniform free smoking bunches.
4. It works any size scrap up to 1½".
5. Any size or shape can be made on the same machine.
6. Right and left-hand bunches are made on the same machine.

CAN BE PURCHASED ON TIME TERMS WITH SIX MONTHS TO COMPLETE PAYMENT.

Universal Tobacco Machine Co.

116 West 32nd Street, New York, U. S. A.

TOBACCO STERILIZING MACHINE PERFECTED

The American Machine and Foundry Company has developed electrical sterilizing apparatus for the destruction of insect life in tobacco and tobacco products. Sterilization is most important—particularly in tropical and sub-tropical countries where the various tobacco infesting insects are most numerous.

Before this electrical sterilizer was perfected, the best available method of combating insect infestation was by fumigation. At present the fumigation method is in commercial use, by means of hydro-cyanic acid gas, the most satisfactory of the poisonous gases. This method has proven of great value, though the results and difficulties, together with the danger involved in its use, leave much to be desired.

Fumigation by laboratory methods may be made 100 per cent. efficient; but in commercial use it seems impracticable to apply the laboratory methods of care and precision. The poisonous gas diffuses very slowly through the tobacco and unremoved air; the treatment, therefore, is heterogenous, and unless persisted in a relatively long time, some insect life usually escapes in commercial work. After fumigation, reinfestation usually takes place; as this method is not adaptable to treatment of the finished product, such as cigars sealed in the cigar box.

The electrical sterilizer effects a substantially homogeneous treatment of 100 per cent. sterilization efficiency. It is adapted to treat cigars packed and sealed in cigar boxes, thus eliminating the chance of insect reinfestation. This treatment is effected without any change in the tobacco, its flavor or aroma. The sterilizer is automatic, leaving nothing to the judgment of the operator, as in fumigation.

Electrical sterilization is effected by the lethal radiation of a high voltage, high powered vacuum tube. The intensity of the radiation falls off inversely as the square of the distance between the source of the radiation and the tobacco under treatment; that is—twice the distance, one-quarter the intensity.

It will be obvious from the foregoing that the size and cost of the sterilizer and the power input necessary is dependent upon the volume and configuration of the article to be sterilized. For example—to treat a hogshead or bale of tobacco would require a very large and high powered machine, whereas to sterilize a small article such as a single cigarette would only necessitate an apparatus of correspondingly small energy input and parts, as the cigarette can be placed relatively closer to the source of the lethal radiation than the part of the hogshead or bale which would necessarily be the greatest distance away from the radiation source. Of course the intensity of radiation at this greatest distance must be sufficient to effect sterilization; that is, destroy insect life in its four stages—the adult insect, the pupæ, the larvæ and the egg.

There is no fire hazard involved in the use of this sterilizer, the component parts of which have been approved by the fire underwriters. The usual type of oil-filled high voltage apparatus has been eliminated and inert gas-filled transformers, condensers, etc., have been developed especially for sterilization work, thus eliminating the fire hazard of oil.

The American Machine and Foundry Company is furnishing electrical sterilizers upon a rental basis, with an installation charge which varies in accordance with the particular conditions which prevail in the various factories.

HERE'S THE "HOLE" STORY

About the New WDC Purifier

Did you ever stop to figure why you open your windows in the summer time? No, you've never had to! You knew that as the weather became hotter the air, too, became warm and you instinctively found that the secret of keeping cool was fresh air and lots of it.

This very simple principle has been incorporated by Wm. Demuth & Company into an ingeniously developed line of pipes which will be known as the WDC Purifier line.

On the front of the bowl, near the bottom and in a straight line with the draft hole is a small hole lined with an aluminum bushing. This hole acts as a window or means of ventilation and affords a real "air-cooled" smoke. The hole is made just large enough to permit air to enter—it is absolutely impossible for tobacco crumbs to fall through.

Then here's another great advantage of the Purifier. The ventilation hole is in a straight line with the draft hole. This enables the smoker to pass his pipe cleaner straight through the pipe from end to end without bending the cleaner at the bowl. This pipe simply cannot clog and every man who will own a Purifier (and there'll surely be a great many) will appreciate this much-desired feature.

The bowl is made of selected mellow Italian Briar and is very finely finished. A high quality hard vulcanite mouthpiece with a wide dry-smoke head is mounted flush to it, making the Purifier a well-balanced and neat-appearing pipe.

Wm. Demuth & Company believe that "anything worth doing is worth doing well," and for that reason have prepared an elaborate, three panel, colorful display card to hold six pipes, which will be given free with every half dozen WDC Purifiers in deal No. 10118.

With this packing there'll be little left for the dealer to do but ring his cash register, as the card itself is really a silent salesman, since it illustrates graphically the remarkable talking points of this pipe.

A card of WDC Purifier pipes is a passport for the good ship "Profits." Let's all get aboard!

MISS BAYUK WEDS ON BOARD "LEVIATHAN"

Miss Eleanor May Bayuk, niece and ward of Samuel Bayuk, of Bayuk Cigars, Inc., was married on Friday, August 21st, to Leonard S. Green, of New Rochelle, on board the steamship "Leviathan," while en route from Cherbourg to Southampton. It is understood that Mr. Green made the trip across on the "Leviathan" for the sole purpose of wedding Miss Bayuk, and arranged with the captain on the way across to perform the ceremony as soon as possible after Miss Bayuk boarded the ship at Cherbourg, so that the ceremony might take place on "American Soil."

The ceremony was performed on the bridge of the ship, and while the majority of the passengers were informed that the ceremony would take place, very few were permitted to be present when the knot was tied.

Miss Bayuk is the daughter of Max Bayuk, but has made her home with her uncle, Samuel Bayuk, as her parents are dead.

The honeymoon will be spent in England.

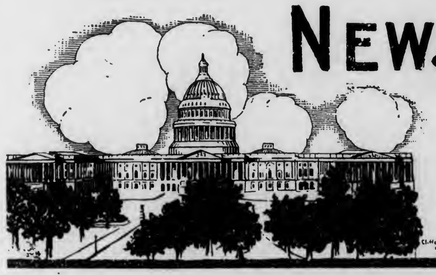
TRY PACKING YOUR GOOD NICKEL CIGARS

IN "BOITE NATURE"

INEXPENSIVE!

Consult Your Box Manufacturer

(Not Copyrighted)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Schedules Being Prepared for Census of Tobacco Manufacturers for 1925

Schedules for the 1925 census of manufactures, which will include a census of the tobacco industry, to be taken as of December 31 next, are now being prepared by officials of the Census Bureau for submission to the industries affected with a request for suggestions for such changes as are believed desirable.

The 1925 census will cover every manufacturing establishment in the country with an annual production valued at $5000 or over, and will show the changes in employment, production, values, etc., that have occurred since the last census, which covered the year 1923. Originally taken every five years, it was recognized following the war that industrial activity in the United States showed important changes in shorter periods, and beginning with 1919 an industrial census has been taken every two years.

It is the policy of the Census Bureau to submit to the various industries for approval the schedules covering the products which they manufacture, in order that the census reports may show the data in which manufacturers are chiefly interested. A large number of industries, through their various organizations, have thus been brought into active co-operation with the Government's statistical bureau, their assistance resulting in the publication of statistics which are far more valuable than any formerly issued.

It is anticipated that the schedules will be completed and in the hands of the Government printer by October and their distribution will begin probably late in November. Manufacturers will be requested to complete and return schedules with as little delay as possible, in order that the statistics may be analyzed, co-ordinated and published at an early date.

Department of Justice Doing Good Work in Curbing Fraudulent Bankruptcies

Results of the campaign to curb violations of the bankruptcy law are given in a report just issued by the Department of Justice, which shows that thirty-three persons have been sentenced to the Federal prison at Atlanta so far this year for such offenses. This is a decided increase over previous years, the prisoners sent to Atlanta for bankruptcy offenses numbering twenty in 1924, sixteen in 1923, eight in 1922 and one in 1921. Similar figures for other Federal penitentiaries are not given by the department, but it is expected that they also show an increase.

The increase in the number of convictions indicated by the above figures is attributed in large part to the vigorous activity of the department in co-operating with creditors and trade associations in prosecuting bankruptcy crooks. A more serious view of the situation is also being taken by the courts, with the result that heavier sentences are being imposed.

Department of Commerce Compiling Valuable Information for Tobacco Company Executives

Information of actual value to executives in the tobacco and other trades in the making of their sales plans is being compiled by the Department of Commerce through investigations of the marketing areas of the various important cities, the first of which, covering the trade area of Philadelphia, which includes Pennsylvania, Delaware and southern New Jersey, has just been published.

The plan of the department, carried out in the Philadelphia survey, is to analyze the purchasing power of the trade territory dependent upon the major city. This analysis includes a study of the productive industries, commerce and distribution, regional markets, and statistics of population by races and nationalities, religions, ages, sex, education, mortality and families, and the buying power, living conditions, and advertising, transportation and financial facilities.

The Philadelphia marketing area contains nearly 7,000,000 people, the report shows, whose purchases total over $2,000,000,000 annually, while the factories, mines and farms of the district each year make purchases of raw materials, machinery, equipment, etc., amounting to over $3,000,000,000, including imported materials. The products manufactured in the area are shipped to all parts of the United States and to foreign countries throughout the world.

A section of the report is devoted to the wholesale and retail trade in tobacco products, in which the following comment is made:

"Wholesalers in the district complain of extremely unsatisfactory conditions in the trade. Discounts allowed on cigars and cigarettes rarely exceed 3 per cent., with 2 per cent. additional for cash, and many times competition forces them even lower. The cigarette business in itself is reported to be unprofitable, but wholesalers must continue to handle them in order to sell their other goods. Cigarettes, of course, continue to be sold in large quantities because of the powerful consumer selling campaigns constantly maintained for them. Some profits are obtained from cigars and pipe tobaccos, but today, however, the biggest share of the profits comes from the accessories, such as pipes, cigarette tubes, ash trays, and similar articles, on which the margin is considerably larger. These goods naturally are the ones which are featured by salesmen. Some attempts have been made to increase the profits on cigars by promoting private brands, but the strong advertising efforts of Philadelphia cigar manufacturers handicap the sale of unknown brands."

(*Continued on Page 14*)

ANY DEALER

Who Ties Up With

-It's Ripe Tobacco!

And Our

NATIONAL ADVERTISING GAINS

Sales and Money

Feature

The Boxes on and in the Case—Put "Ripe Tobacco" stickers on the window—Let Your Cash Register Overwork Itself.

RETAILERS and CLERKS: Go after and win a cash prize in our "*Ripe Tobacco*" National Advertising Cash Prize Contest. Better do so at once. Ask your Jobber's salesman or write us for particulars.

-It's Ripe Tobacco! *Every Bayuk Cigar!*

CHARLES THOMSON 5c

BAYUK PHILADELPHIA HAND MADE 10c

MAPACUBA 10c, 2 for 25c and 15c sizes

HAVANA RIBBON 2 for 15c

BAYUK CIGARS INC. PHILADELPHIA

PRINCE HAMLET 3 for 50c, 15c, 2 for 25c and 10c sizes

News from Congress

(*Continued from Page 12*)

Interest on Tax Refunds Up for Decision

A decision as to whether the Government is required to pay interest on taxes refunded to the date on which the refund is approved by the Commissioner of Internal Revenue or the date on which the Treasury is authorized to make the repayment, is to be sought from the United States Supreme Court. The period for which interest is payable in such cases has long been a disputed point between the Internal Revenue Bureau and taxpayers from whom overpayments have been collected, and the matter is now before the Department of Justice, where an appeal is being prepared to carry to the higher court a decision of the Supreme Court of the District of Columbia, holding that interest is payable to the date repayment of the excess taxes is ordered.

The case will involve practically every refund made by the Treasury Department on overpaid income taxes, and will affect a very large sum of money which the Government will have to pay in interest should the Supreme Court uphold the decision. The statutes on which the case is based provide that upon the refund of taxes erroneously collected, interest shall be paid at the rate of one-half of one per cent. per month to the date of "allowance" of the refund by the commissioner. The issue centers around what is the date of such allowance. In the case before the courts a period of three months elapsed between the signing of the schedule of over-assignment by the commissioner, claimed by him to be the date of allowance, and the date on which he authorized the disbursing clerk of the Treasury to pay the refund, claimed by the taxpayer to be the date to which interest should be computed.

Department of Justice to Give Advice to Trade Associations on Proposed Activities

Trade associations hereafter may submit existing or contemplated activities to the Department of Justice for a study of their legality and will be advised if such actions are in violation of the law. This is a complete reversal of the attitude heretofore maintained by the department, under which it has refused to make any comment whatsoever regarding an association practice, the change probably being inspired by the recent decisions of the United States Supreme Court in the cement and maple flooring association cases.

In announcing the undertaking of this work, Attorney General Sargent indicated that it is the desire of his department to co-operate to the fullest extent possible with legitimate organizations. Any plans of activity submitted will be referred to the anti-trust division for study, and the association will be advised whether specific lines of operation are in conflict with the law or not.

The inference from the Attorney General's attitude is that if any association submits plans of operation to the department and some illegal or questionable practices are disclosed, there will be no prosecution if such activities are dropped immediately attention is called to them, for there would be nothing to be gained by an injunction suit against a practice no longer carried on.

Department of Commerce Does Not Intend to Supervise Industries

The Department of Commerce has no intention of "policing" the industry of the country, it has been declared by Secretary Hoover in response to inquiries as to what the department would do in the case of manufacturers not adhering to the "simplification" compacts made in various industries from time to time.

During the regime of Secretary Hoover, great progress has been made in the elimination of excess sizes and varieties of many lines of manufactured products, ranging from nuts and bolts to beds and mattresses. These activities are purely voluntary on the part of the manufacturers concerned, the department acting in an advisory capacity only and only upon request. The adherence of manufacturers to the simplification programs thus laid down, the Secretary has intimated, is a matter for consideration solely in the trades.

Secretary Hoover's attitude in this connection is interpreted to mean that it is his intention to confine the activities of his department solely to the gathering and dissemination of trade information and to research and advisory work in connection with trade problems and the establishment of better methods in industry, and not to permit his organization to undertake any sort of supervision over the activities of American business men, such as is now exercised by the Federal Trade Commission and, to a lesser extent, by other branches of the Government.

GROWERS VISIT TOBACCO FARMS

Last week about fifty tobacco growers and business men made their annual tour of tobacco farms in Clinton and Lycoming Counties, Pennsylvania. During the tour addresses were made by State College experts and Otto Olson, of the State Experiment Station at Ephrata. The party halted for dinner at the Island Community Hall, near Lock Haven.

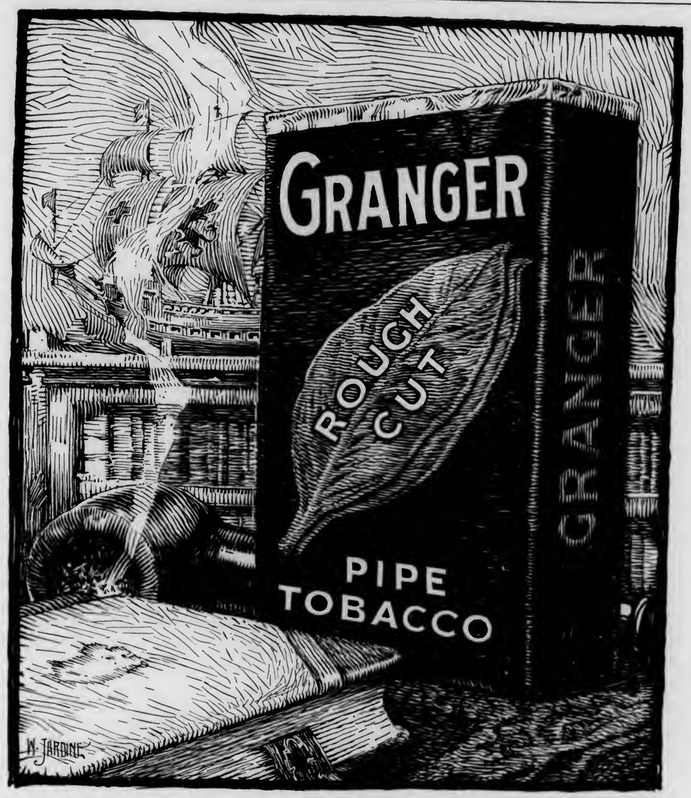
W. A. ANDRUSS RETURNS

Willis Andruss, sales manager for the Congress Cigar Company, has returned to his desk after a splendid vacation spent in and around Deer Lake.

J. B. THATCHER A VISITOR

John B. Thatcher, of the Acme Corporation, with headquarters in New York City, was a visitor in Philadelphia last week en route to points in up-State Pennsylvania.

LA PALINA
CIGAR



Packed in heavy foil instead of costly tins hence 10¢

The most remarkable tobacco ever offered to pipe smokers — in quality, in value, in taste

Back *about* 1870, James N. Wellman developed a secret tobacco process which won instant and widespread favor. *It yielded a fuller-bodied richness, mildness and fragrance* which just seemed to "go" with a pipe. No one else ever knew his secret until we acquired "Wellman's Method" and by its means made *"Granger Rough Cut"*

Granger Rough Cut

LIGGETT & MYERS TOBACCO CO.

SALESMEN TO HAVE CHANCE TO TALK AT CONVENTION

The word is traveling all over the country today to salesmen everywhere that if they have anything on their chest which they have only dared mutter to themselves heretofore, to come to New York on September 1 and get it off. No limit to free speech and no penalties is the promise held out.

This action follows a suggestion made yesterday by A. J. Lewy to the Convention Arrangements Committee of the National Council of Traveling Salesmen's Association at a meeting held in the executive headquarters at the Hotel Pennsylvania, planning for the National Council's Convention to be held in this city on September 1, 2 and 3. Mr. Lewy said:

"We've got to open our discussions to the private in the ranks. We must have less preaching and more plain speaking. Here we are, representing 900,000 traveling salesmen, and yet at each and every convention we invite employers and managers of salesmen to do all the speaking. This year it is to be different. We want to hear from the soldiers as well as the captains and the generals. We want them to get up and say right out in meeting the things they say to themselves when they are thousands of miles away from the office and things are not being done the way they would like.

"In the last year I've read probably a dozen articles telling how to control salesmen in the field. There's another side to that story, the side of the salesman who's on the ground and facing the firing line, and we ought to hear it."

Mr. Lewy's suggestion was received with enthusiasm and adopted by the Arrangements Committee. As a consequence, the afternoon session of the opening day of the convention, Tuesday, September 1, has been designated as a "Kicker's Konclave" and will be taken up by a reversal of the usual procedure; the privates in the ranks will tell their sales managers what they think ought to be done in order to make the National Council's slogan, "For bigger, better business," come true.

Every organization which belongs to the National Council has been notified to inform its members that the platform is wide open for anything "the boys" want to say. The best speakers among the travelers are being lined up for the verbal feast; the men who know what the majority of men think and who often hesitate to openly voice these thoughts.

Sales managers will have to sit fast and take it.

PICK THE INTERESTING POINTS

Oliver Wendell Holmes said he would as soon listen to potatoes being poured from one barrel into another as to listen to an uninteresting lecturer.

It must be as bad as that to listen to the talk of a salesman who does not know his line well enough to be able to say something of interest about it, or to a business man with a proposition upon which he is not well informed.

If you do not know your business well enough to be able to tell people the interesting things about it, you do not know it well enough to be successful.

You ought to know more about your work than any outsider, more about your merchandise than any customer, more about your product than any buyer.

And it is not enough to know. You must be able to put what you know into words in such a way as to make it interesting.

An uninteresting lecturer may have as much knowledge as the "Encyclopedia Brittanica," but that will not make him interesting. There is more knowledge in an encyclopedia than in one of Sabatini's novels, but there is no comparison in the interest.

People do not want the dry facts about your business and about what you have to sell. They want the interesting facts. You are interested more by a description of the taste of a peach than by a description of the chemical content of its pulp and pit. The beauty of a painting interests you when you would not care at all about the method used in selecting and combining the proper pigments and in preparing the canvas.

Pick the interesting facts when you write or talk of your business. Then you will have profitable listeners.

(All rights reserved.)

T. M. A. ISSUES CALL FOR CIGAR-TAX REDUCTION CONFERENCE

In accordance with its previous announcements, the T. M. A. has issued a call for a conference of leading factors in the cigar industry for the purpose of considering and working out a schedule of new tax rates which will be submitted for approval to the trade throughout the country, so that there might be presented to the Ways and Means Committee a demand backed by a universal approval and endorsement of the entire industry.

The call reads as follows:

CALL FOR CONFERENCE IN RE CIGAR TAX REDUCTION

That there is not only a unanimity of sentiment, but an intense desire on the part of the entire cigar industry to secure a tax reduction on cigars, there can be no doubt. But that there are sharp differences of opinion as regards the amount of such reduction with respect to the various classes, and, in fact, also as to whether or not the present classifications should be retained, changed, or abolished altogether, is equally apparent.

It is hardly necessary to emphasize the importance of reconciling the different viewpoints and of submitting to the Ways and Means Committee a schedule of proposed new tax rates which shall have the endorsement of the entire trade. For disagreements within the trade may not only injure but may be fatal to our good cause.

Obviously with over 10,000 cigar manufacturers and many others interested in the cigar business this is by no means an easy task. But we are nevertheless more than confident that we will have no difficulty in securing the universal approval of the trade throughout the country of any schedule which may be worked out and agreed upon by leading factors in the cigar industry, truly representative of the industry as a whole.

With that end in view, and also for the purpose of mapping out a plan of activities, a conference is hereby called to be held on September 16 next at 2.30 P. M. (daylight saving time) at the headquarters of this association, which conference you are respectfully and urgently invited to attend.

As Congress is not to convene until December, and as the Ways and Means Committee is not to begin its preliminary work until October 19, we will thus have ample time to submit the schedule adopted at this conference to the trade throughout the country for its endorsement and approval, and to inaugurate all needful activities looking to the passage of same by Congress.

In the hope that you may favor us with an early and favorable reply, I am, with kindest regards,

CLASS A CIGARS SHOW INCREASE FOR JULY

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of July, 1925, and are issued by the Bureau. (Figures for July, 1925, are subject to revision until published in the annual report.)

Products.	*July, 1924.*	*July, 1925.*
Cigars (large)		
Class A .....No.	234,356,248	247,262,430
Class B .....No.	126,855,265	102,921,097
Class C .....No.	220,431,080	212,172,703
Class D .....No.	10,817,248	10,802,257
Class E .....No.	2,603,461	2,664,452
Total	595,063,302	575,822,939
Cigars (small) .....No.	45,014,800	37,123,580
Cigarettes (large) ....No.	1,212,263	1,271,571
Cigarettes (small) ....No.	6,583,239,847	7,612,281,473
Snuff, manufactured ..Lbs.	3,096,199	3,063,369
Tobacco, manufact'd ..Lbs.	31,310,998	32,589,626

Note.—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in the following supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of July.

Products.	*July, 1924.*	*July, 1925.*
Cigars (large)		
Class A .....No.	10,683,150	12,255,710
Class B .....No.	1,906,400	1,159,550
Class C .....No.	4,872,660	4,085,550
Class D .....No.	5,525	.....
Total	17,467,735	17,500,810
Cigars (small) .....No.	2,000,000	1,000,000
Cigarettes (large) .....No.	2,500,000	10,000
Cigarettes (small) ....No.	60,000	20,000

Tax-paid products from the Philippine Islands for the month of July.

Products.	*July, 1924.*	*July, 1925.*
Cigars (large)		
Class A .....No.	15,804,540	16,711,830
Class B .....No.	349,275	202,420
Class C .....No.	84,780	162,298
Class D .....No.	2,029	1,300
Class E .....No.	150	270
Total	16,240,774	17,078,118
Cigarettes (large) .....No.	200	.....
Cigarettes (small) ....No.	77,320	21,390
Tobacco, manufact'd ..Lbs.	1	88

Note.—Quantities of tax-paid products shown in above statement are indicated by stamp sales reported for the month.

JUNE FIGURES STILL REMAIN UNPUBLISHED

In accordance with the usual practice of the Internal Revenue Department, the figures for the month of June, being the last month of the fiscal year, will not be issued for publication until the preliminary fiscal year report will be published, which is expected the first week in September.

No. 1780 is a mighty snappy number that is going big everywhere.

"It's a W D C"

No. 1447 is one of our famous Rustics that are now so tremendously popular.

The Sweetest Pipe in the World

WHEN you display an assortment of Milano Pipes in your window or on your counter, you display sound business judgment. There is a demand—real demand—for this excellent, nationally-advertised, and "Insured" pipe—and there is real profit in handling it.

26 shapes in smooth finish at $3.50 up—the best selling styles in Rustic finish at $4.00 and up.

Order Milano from your jobber—display it, talk about it, *boost* it—read the results in your cash register. Write your jobber or

WM. DEMUTH & CO.
World's Largest Manufacturers of Fine Pipes
230 FIFTH AVENUE, NEW YORK

MILANO
"The Insured Pipe"

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

SUPPLIES

PAPER BAGS.

Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.

Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.

THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

NIC. ALTHAUS CO — MANUFACTURERS OF — HIGH GRADE CIGAR BOXES — CEDAR, SAW AND PLANING MILLS — LABELS, RIBBONS, CIGAR MAKERS SUPPLIES — TEL. 4270 LEXINGTON — ESTABLISHED 1875. — 537-541 EAST 17 ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MOBILE BALDWIN BRIDGE:—44,337. For cigar. August 18, 1925. South Alabama Cigar Co., Mobile, Ala.

"40-8":—44,339. For chewing and smoking tobacco. August 19, 1925. B & H Tobacco Co., Edgerton, Wis.

FLEUR DE VENICE:—44,340. For cigars. August 12, 1925. Martin E. Weber, Cleveland, Ohio (The trade-mark, though apparently not heretofore registered in any of our Affiliated Bureaus is claimed to have been acquired by a transfer from Louis Kabot, who, it is claimed, had acquired same through mesne transfers from Marcus Feder Cigar Co.)

E-A-H.—44,341. For all tobacco products. August 22, 1925. A. M. Jamison Cigar Co., Spartanburg, S. C.

LA HONORITA:—44,342. For all tobacco products. July 28, 1925. F. W. Tuchelt's Sons, St. Paul, Minn.

RINGSIDE SCRAPS:—44,323. For chewing and smoking tobacco. August 13, 1925. Peter N. Jacobsen Cigar Co., Davenport, Iowa.

TRANSFERS

EL PARCIAL:—27,626 (Trade-Mark Record). For cigars. Registered December 16, 1902, by George Schlegel, New York, N. Y. Transferred to Landfield & Steele, Chicago, Ill., July 20, 1903, and re-transferred to Harry E. Landfield Cigar Co., Chicago, Ill., June 15, 1925.

L & S PEARIS:—32,355 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered October 5, 1906, by George Schlegel, New York, N. Y. Transferred to Landfield & Steele, Chicago, Ill., and re-transferred to Harry E. Landfield Cigar Co., Chicago, Ill., June 15, 1925.

MELODA:—32,650 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered February 7, 1907, by Wm. Steiner Sons & Co., New York, N. Y. Transferred to Landfield & Steele, Chicago, Ill., and re-transferred to Harry E. Landfield Cigar Co., Chicago, Ill., June 15, 1925.

L & S's PRACTICO:—13,755 (Tobacco World). Registered June 26, 1902, by Wm. Steiner Sons & Co., New York, N. Y. Transferred to Landfield & Steele, Chicago, Ill., and re-transferred to Harry E. Landfield Cigar Co., Chicago, Ill., June 15, 1925.

LITTLE HEINE:—35,907 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered July 28, 1910, by George Schlegel, New York, N. Y. Transferred to Landfield & Steele, Chicago, Ill., and re-transferred to Harry E. Landfield Cigar Co., Chicago, Ill., June 15, 1925.

PURITAN CLUB:—29,561 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered January 27, 1904, by George Schlegel, New York, N. Y. Transferred to Landfield & Steele, Chicago, Ill., and re-transferred to Harry E. Landfield Cigar Co., Chicago, Ill, June 15, 1925.

HEINEGABUBELER:—25,146 (Tobacco Leaf). For cigars. Registered April 13, 1903, by Rezek Cigar Co., Chicago, Ill. Transferred to Landfield & Steele, Chicago, Ill., and **80,928** (U. S. Patent Office). For cigars, cheroots and little cigars. Registered February 14, 1911, by Landfield & Steele, Chicago, Ill. Transferred to Harry E. Landfield, Chicago, Ill., June 15, 1925.

AMERICAN CLUB:—24,297 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered April 18, 1912, by Alexander Gordon, Detroit, Mich. Transferred to Landfield & Steele, Chicago, Ill., and re-transferred to Harry E. Landfield Cigar Co., June 15, 1925.

QUEEN CAROLINE:—17,409 (Trade-Mark Record). For cigars. Registered January 20, 1897, by L. Levy & Son, New York, N. Y. Through mesne transfers acquired by George Finzelber, Chicago, Ill., and re-transferred to Rolona Cigar Co., Chicago, Ill., June 18, 1924.

ROLLONA:—16,969 (Tobacco World). For cigars, cigarettes, cheroots, chewing and smoking tobacco. Registered January 14, 1909, and (no number), (Tobacco). For cigars. January 26, 1909, by the American Litho. Co., New York, N. Y. Transferred to the Rolona Cigar Co., Chicago, Ill., April 7, 1924.

SERENATA:—2875 (U. S. Tobacco Journal). For cigars. Registered December 11, 1884, by L. E. Neuman & Co., New York, N. Y. Transferred to George Schlegel, Inc., New York, N. Y., August 10, 1925.

VICTROLA:—16,310 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered September 30, 1908, by Schmidt & Co., New York, N. Y. Transferred to Mendez & Gomez, New York, N. Y., and re-transferred to Madera Tobacco Co., New York, N. Y., August 11, 1925.

AARON GUEDALIA PASSES AWAY

Aaron Guedalia, at one time a prominent cigar manufacturer in New York City, passed away in that city last week, following a stroke of paralysis.

Mr. Guedalia was at one time the manufacturer of the well-known "El Salero" cigar, and retired from active business about 1915, turning the management of the firm of Guedalia & Company over to his son. Following the death of his son, the business was liquidated and Mr. Guedalia forced to seek employment again. At the time of his death he was associated with the cigar box manufacturing concern of the Charles Stutz Company.

Funeral services were held on Friday, August 21st. He is survived by his widow and one son.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar.

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SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
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SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

Good Cigars

CAN A "GOOD" CIGAR BE BAD?

SOMEONE has said that a good cigar is the kind that sells.

We all know that he is right.

THE BAD CIGAR NEVER SELLS FOR VERY LONG!

Even looking at the proposition to give the bad cigar the best of it, we find that a bad cigar is good for a little time only, and then—

IT IS GOOD FOR NOTHING!

IN FACT, IT IS WORSE THAN GOOD FOR NOTHING!

The bad cigar will not only fail to sell, but it will earn for the seller a reputation that will eventually drive him out of business.

STICK TO GOOD CIGARS! IT PAYS!

C. A. Bond.

AFTER ALL

Nothing Satisfies Like a Cigar That Sells

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CIGAR manufacturing has been going on at Manila for more than a hundred years.

Since 1882 the business has been in the hands of private individuals.

From that time several Manila factories have grown from a small beginning to great business organizations with reputations the world over for making excellent cigars.

Other factories started after the opening of the United States market in 1909 also have built up an enviable trade on good merchandise.

Manila cigars made of Philippine Tobacco, mild, free-burning, by skilled Filipino workers, are appreciated wherever a sweet, cool smoke at a moderate price is in demand.

There is a difference, however, in Manila factories. Some are better than others. Some earnestly are trying to stabilize their brands in the United States. Others have been selling one brand today and another tomorrow.

Staple cigars, made of tobacco carefully selected and aged, cost more than the kind that come today and go tomorrow.

Staple cigars are the kind that sell!

A Manila Line If in doubt about a Manila Brand, or if you wish any information, write or wire to

THE MANILA AD AGENCY

15 WILLIAM STREET - NEW YORK

SEPTEMBER 15, 1925

VOLUME 45 No. 18

THE TOBACCO WORLD

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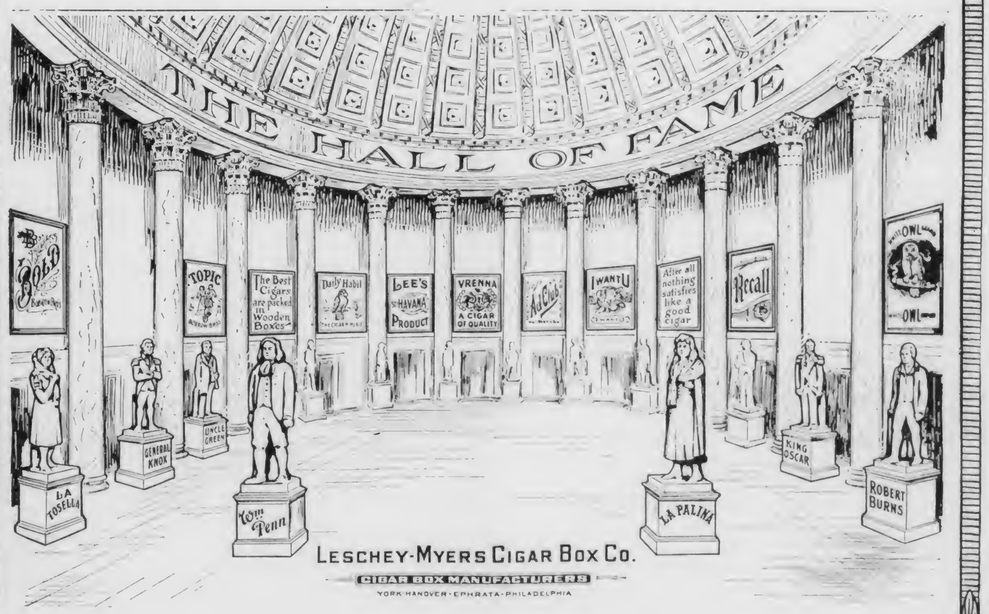
After all nothing satisfies like a good cigar



PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Fewer Unsaleable Cigars Are Found In Wooden Boxes

IN wooden boxes the cigars are not handled and re-handled by smokers who want to see their color, shape or size. Hence there are fewer damaged, unsaleable cigars upon which the dealer takes a loss.

Six Reasons Why Wooden Cigars Boxes Are Better

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes

Buddies

There's no secret formula, no patented process for making Union Leader Smoking Tobacco. Others, in fact, have approximated it, and produced pipe rations almost as famously good. But those brands sell for at least 5 cents more. Union Leader costs but a dime a tin.

UNION LEADER
SMOKING TOBACCO
The best in the Union . . . *In the pocket tin* 10¢

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"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR After all nothing satisfies like a good cigar PENNA.

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CIGAR BOXES
AND
CIGAR BOX
LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO
VERY MILD VERY MILD
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FACTORIES: Tampa and Key West, Florida

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

BUSINESS OPPORTUNITY

CAPITAL WANTED TO DEFRAY PATENTS COSTS, PRODUCTION and marketing several types, meritorious, cheaply made, easy to clean pipes. Good proposition. Address Box No. 489, "The Tobacco World."

SITUATION WANTED

WANTED—CORRESPONDENCE WITH CIGAR MANUFACTURER who could use the services of a practical factory superintendent. Experienced cigarmaker on handwork, suction or fresh work machines. Address Box 487 c/o "Tobacco World."

SUPERINTENDENT WITH 25 YEARS' EXPERIENCE IN every branch of cigar manufacturing desires position with reliable concern. Address Box No. 490, "The Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

The Tobacco World
Established 1881
VOLUME 45 SEPTEMBER 15, 1925 No. 18
TOBACCO WORLD CORPORATION
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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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Harry Blum's
NATURAL BLOOM
The Cigar of Quality
1300 1st AVENUE
NEW YORK CITY

Volume 45
THE TOBACCO WORLD
Established 1881
Number 18
A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade
$2.00 a Year PHILADELPHIA, SEPTEMBER 15, 1925 Foreign $3.50

CIGAR INDUSTRY TURNS THE CORNER

In an advertisement of a prominent New York broker, published in the current issues of a local newspaper, the belief that the cigar industry has turned the corner, and is headed toward prosperity, is stated as follows:

"The cigar branch of the Tobacco Industry has gone through a severe period of readjustment; possibly not as severe, but to many, almost as discouraging as that from which the rubber industry has recently recovered.

"It is our opinion that the cigar business has now definitely 'turned the corner,' and that this recovery may begin to be reflected slightly in production figures for the last quarter of 1925; the potency of the recovery, however, will not logically become apparent in production statistics until well into 1926.

"This opinion is based upon the passing of conditions which brought about the temporary decline, and upon changing production and marketing methods into line with those which have made possible the tremendous strides in the cigarette branch of the industry.

"The high prices for tobacco leaf reached from 1918 to 1920, necessitating increased prices for cigars, the temporary passing of the five-cent cigar and reduction of quality of many of the popular brands, and similar causes resulted in driving many smokers into the ranks of cigarette users.

"The return of smokable five-cent cigars to the show case, which is becoming noticeable, will undoubtedly retrieve many old customers, as well as attract new recruits to the ranks of cigar smokers.

"We believe that large volume, sanitary, mechanical production, together with national advertising and distribution, will make it possible for the smoker to enjoy his favorite cigar at a lower price almost anywhere in America, and with increased profits to dealer and manufacturer."

PACKERS TO JOIN CO-OPS

According to reports from Lancaster County, small co-operative tobacco packing associations will join the proposed Tobacco Growers' Co-operative Association, and such a movement will solve one of the big problems of the new association.

It was at first proposed that the new association co-operate with the packers, but their operations varied so widely that it was decided that this was impossible.

NEW YORK MAN DISCLOSES FORGERY

When suit was brought in Athens, Greece, a short time ago, by a former employee of the Glenn Tobacco Company, of Winston-Salem, N. C., for commissions of $140,000, said to be due him in accordance with a letter he produced from the manager of the Athens office, suspicion was aroused in the mind of Prof. Aravantinos as to the genuineness of the letter. The professor recalled reading about Albert Osborn, an expert in detecting forgeries in New York City, and permission was obtained from the court to bring the letter to Mr. Osborn in New York City. Upon microscopic examination of the letter, Mr. Osborn discovered that a final paragraph, which allowed the tremendous commission, was written later than the rest of the letter and on a different typewriter and by a different person. This was shown by a slight variation in the lettering and in a difference in the "touch" of the typist.

The Greek attorney has returned to Athens with the decision and also with a profound respect for American scientific methods of detecting crime.

NO SMOKING IN PROPOSED SKYSCRAPER HOTEL

Oscar A. Konkle, a realty operator, of New York City, is planning to erect a sixty-five story hotel at One Hundred and Twenty-second Street and Broadway, as a monument to missionaries, out of gratitude for the recovery of his son from an attack of lockjaw some time ago.

The building will be eight feet taller than the Woolworth Building and will contain a three-story auditorium for undenominational church services, a hospital, a bank and a radio broadcasting station.

It is proposed to have each guest of the hotel sign a statement to refrain from the use of tobacco in any form or the use of intoxicants, presumably, while in the building.

The maximum charge for room and bath and two meals a day will be $21 a week. Ten per cent. of the profits will be devoted to missionary work, as Mr. Konkle made a solemn vow to devote his time to making money for missionary work should his boy recover from his attack of lockjaw in 1913.

SCHULTE SALES INCREASE

The Schulte Retail Stores Corporation, New York, chain cigar stores, had sales of $16,710,095 during the first half of 1925. This contrasts with $15,789,760 in the same period of 1924. Net profits, before taxes, for the 1925 period were $2,500,837, against $2,420,987 for the first six months of 1924.

POOR TOBACCO CROP IN SUMATRA FOR 1925

Because of the very inadequate rainfall during May, the tobacco crop in Sumatra for this year—the famous "Deli leaf" or "Sumatra wrapper"—will consist of a large percentage of poor quality leaf, and taken altogether, will be considerably lower in quality than the crops harvested during the last several years, according to Vice Consul Sydney B. Redocker, in a report received in the Department of Agriculture. Not all of the crop, however, will be of poor grade, as the tobacco on the hill estates was harvested before the drought set in and this tobacco is reported to be of very good quality. Most of the estates situated in the lowlands suffered greatly from the dry spell in May and their tobacco undoubtedly will be of an inferior grade compared with previous years.

The drought occurred at a very critical time, as in May of all the months of the year, a good rainfall is necessary for the proper growth of the tobacco plants on the lowland estates. An idea of the insufficiency of the rainfall during this important period, can be had from the fact that the average rainfall in May during the last fifty years in Medan, in the center of the tobacco district, was 185 millimeters, whereas the rainfall in May of this year was only sixty-nine millimeters. On some estates, the situation was even worse than is indicated by these figures and for nearly forty days, some estates received almost no rain.

Quality About Same as Last Year

It is impossible at this time to state exactly the amount of this year's crop, or the amount of the different grades produced, as the tobacco on the estates in the lowlands has not yet been entirely harvested. It is believed, however, that the amount of the crop will not greatly exceed, if it exceeds at all, the quantity produced in 1924, namely, 209,971 bales of eighty kilograms (176 pounds) each.

It is likewise impossible to give any accurate information as to the relative quality of the crops of the several large producing companies, as all of these companies have estates in both the lowlands and the hills. It is probable therefore that all of the large companies, such as the Deli Maatschappij, Deli-Batavia Maatschappij, Senembah Maatschappij, etc., will have mixed crops consisting of both good quality tobacco from the hill estates and poor quality tobacco from the estates on the plains.

Restriction Agreement Abolished

By agreement among the estates having membership in the Deli Planters' Association, representing estates controlling 95 per cent. of the total crop, it has been decided to abolish the agreement, heretofore existing, restricting the amount of tobacco each estate may produce and fixing the total amount which may be exported during any one year. It is now believed that this restriction on output is no longer necessary and that the purpose for which it was established some years ago to keep up the market prices for Deli (Sumatra) tobacco and prevent a greater amount being produced than could be sold at high prices has now been accomplished. The maximum amount of tobacco to be exported under the restriction agreement in 1924, by all the estates who were members of the association, was 214,500 bales, but this amount was not realized, the total crop amounting to only 209,971 bales. It is believed that the market will now be able to absorb all of the high grades of Deli tobacco which the estates can produce under present methods of cultivation. It is reported, however, that the estates will not by any means endeavor to produce as much tobacco as they possibly can, now that the restriction percentage as the market can absorb, of the better and more profitable grades while reducing the percentage represented by the poorer grades, which naturally do not enjoy the same market demand or yield as large profits as the selected grades.

System of Sales of Crop at Auction in Holland to Continue

The estates also rejected the proposal made last year to dispose of at least a portion of the poorer grades of Sumatra tobacco, by sale locally for shipment directly to the country of consumption rather than by sale at auction in Holland. Under the present system, practically the entire crops of the estates belonging to the Planters' Association are shipped exclusively to Holland for sale at auction. This system not only gives to the growers in Sumatra entire control over the distribution of their product, but also because of the competition created among buyers by the system of sealed bidding, much higher prices undoubtedly are realized than would be the case if the tobacco were sold locally by ordinary private sale. The absence of local sales furthermore prevents a tobacco manufacturing industry developing in Sumatra, which might has been abolished and the prospects are that the amount of the crops produced without the restriction agreement will probably not greatly exceed the amounts produced heretofore. The estates are expected to confine their efforts to producing as high a lead to difficulties from which the industry is now practically entirely free. The only tobacco now sold locally by the estates belonging to the association is of a very inferior quality which, in former years, was thrown away, but which is now shipped to Java, China and elsewhere in Asia exclusively for Oriental consumption. The prospects are, therefore, that the present system of marketing the crop by sale at auction in Holland will continue to be followed in the future.

Most Profitable Year in 1924

The tobacco estates in Sumatra, in 1924, had the most profitable year in their history. While the 1923 crop which was sold in Holland last year was not of an exceptionally high quality, the bidding was keen, especially on the part of German buyers in the beginning of the auctions, a fact which, coupled with the large quantity produced and the reduced costs of production, resulted in a greater net profit to the industry than had ever been realized before. The total amount brought by the 207,858 bales of tobacco of the 1923 crop sold at the auctions in 1924 was Fls. 81,000,000.00 ($31,528,000), an increase of almost Fls. 13,000,000.00 ($7,577,000) over the previous high record for the 1919 crop when Fls. 68,300,000 ($23,951,000) was realized. Judging from the prices offered at the Amsterdam auctions for the 1924 crop being sold about the first of July, 1925, the selling prices for the entire crop will probably also reach a satisfactory average, estimated somewhere in the neighborhood of Fls. 2.25 per half kilogram ($.82 per pound at 40 cents per Fl.), compared with an average price of Fls. 2.51 per half kilogram ($.86 per pound at 38.2 cents per Fl.), realized last year.

Lower Production Costs

Although the average price received for tobacco this year will probably be lower than last year, a further reduction has been made in the average cost of production, which is now estimated to be from Fls. 1.20 to Fls. 1.30 per half kilo (1.1 lbs., 48-52 cents at the average 1925 rate of 40 cents per Fl.), compared

(*Continued on Page 16*)

EDITORIAL COMMENT

THE Division of Simplified Practice of the Department of Commerce has been very active for several years in increasing manufacturing efficiency by the introduction of standardization of products in various industries.

The humble tack is one of the latest to develop a simplification recommendation, and it seems probable that they will reduce their number of sizes in the industry from approximately 428 to about 185.

The information regarding the action of the tack manufacturers comes to us just as we finished reading the excellent letter on the standardization of cigars written by a cigar manufacturer and published in the September 10th issue of *Tobacco*.

It must be obvious that the great industries of this country have not standardized their products without some substantial reasons for so doing. It is sufficient to point out that it must be profitable, and the underlying reasons are many and far-reaching.

The subject of standardization in the cigar industry has already been superficially investigated. Correspondence with leading firms brought forth various opinions. Some of the largest pointed out that they were making only three or four brands, or less, and that they made only a few sizes in each brand. Others flatly turned the proposition down. A few were enthusiastic but pointed out the necessity of making it obligatory in the industry to be effective.

Unquestionably its effectiveness would have to depend on adoption of standard sizes by the entire industry. This would be most difficult of accomplishment in our opinion. The larger manufacturers with national distribution would hesitate a long time before making changes in their sizes, while some of the smaller manufacturers would claim that their success has been dependent upon the individuality of their cigar sizes.

One of the masters of cigar manufacture formerly in charge of one of Tampa's greatest establishments said to the writer when he was approached on the subject of standardization:

"We are making in our factories 111 shapes and sizes of one brand. Probably eighty of these sizes are but variations of regular shapes. One customer demands a certain variation in the shape of a standard size for some club of special trade, and another makes similar demands and so it goes all down the line.

"We are here to serve our customers. We will make 1111 shapes and sizes if our trade demands them. Our workmen are artists and these sizes and shapes are evidences of their skill and ability. Variety adds to the salability of our brands and so far as I am concerned I would not recommend the consideration of standardization for one minute."

One thing that the growing use of machinery is going to do is to standardize sizes, and volume production will depend on standardization. Thirty or forty sizes ought to cover the entire field, but whether it can be accomplished is another thing.

With about twenty-five or thirty cigar manufacturing concerns producing about 50 per cent. of the cigar output there is some hope that the economies of standardization will make an appeal that will receive consideration. But the larger manufacturers will have to take the lead if the movement is to be successful.

It would be a grand thing and would be far-reaching in its effect on allied industries.

THE Government figures for the fiscal year ending June 30, show a decline of nearly $2,000,000 in revenue from the cigar industry but the tobacco industry as a whole showed a gain in revenue of nearly $20,000,000.

Cigar production for the fiscal year showed a loss of about 4 per cent. or 260,000,000 cigars.

However, the rapid increase in the use of cigar-making machinery indicates the prospect of lower production costs with an upturn in output. Leaf tobacco crop conditions are also favorable.

The five-cent cigar market is slowly growing, indicating a better quality of cigar for the money. This should react favorably on class A production and go far toward winning back some of the former cigar consumers.

IN THIS territory September seems to have opened auspiciously for the cigar manufacturers, and we understand that in the Middle West small manufacturers as well as the larger ones are rapidly increasing production.

It seems apparent that the cigar industry is in for a good fall business, and it is most welcome after the long period of dullness.

Many of the cigar box plants are operating with the normal capacity of their present force. The demand for one-fortieth boxes seems to have come suddenly, as it usually does. As has been pointed out, this is bound to slow up the production on one-twentieth boxes. If this one-fortieth business could be spread over the dull summer period it would greatly relieve the rush of the fall season.

All this is a happy indication of three or four months of good cigar business with the prospect that it presages a permanent upward trend. Nineteen hundred and twenty-six should reflect a greatly improved position for the cigar industry.

PHILADELPHIA.

BRADY RESIGNS FROM A. B. S.

J. Reynolds Brady, who has been Pennsylvania representative for The American Box Supply Company, of Detroit, Mich., for some time, has severed his connections with that concern, effective September 1.

No announcement has been made as to his future plans.

TRADE NOTES

Jimmie Goldwater, the genial "Natural Bloom" booster, is again making the rounds in Philadelphia assisting Dusel, Goodloe & Company, "Natural Bloom" distributors for this territory. The "Natural Bloom" cigar, manufactured by Harry Blum, of New York City, has been exceptionally well placed here and is fast becoming one of the leading sellers.

Howard F. Pent, president of the Coraza Cigar Company, Seventh and Cherry Streets, returned last week from a business trip through New York State, and after assuring himself that the factory was maintaining the production of "Marshall Field" cigars in sufficient quantities to keep up with the demand, left for a trip to Chicago and the Middle West.

Wesley Pike, sales manager of Bobrow Brothers, Fifth and St. James Streets, reports that their factories are running now practically to capacity and that they are falling behind on production on some of their popular brands, owing to the steady stream of orders that is coming in.

H. L. Bush, sales representative of the Universal Tobacco Machine Company, of New York City, manufacturers of Universal bunch machines, has returned from a short vacation trip through the New England States and Canada, and will leave for Tampa, Fla., the latter part of this week.

Sam Bayuk, of Bayuk Cigars, Incorporated, paid a visit to the Water Street leaf market last week.

Jesse Heinemann, of Heinemann Brothers, Baltimore, was in Philadelphia during the last week assisting the Victory Cigar Company, in the distribution of their popular cigar, "El Principal." This cigar is well placed throughout the city and is taking on well.

Charles Bock, of the Bock-Stauffer Company, Pittsburgh, distributors of the "La Palina" cigar in that territory, was a visitor at the Congress Cigar Company, at Third and Spruce Streets, during the past week.

"Marlboro" cigarettes, retailing at twenty for twenty cents, have been featured in the windows and on the counters of the great majority of cigar stores during the past week.

Philip Frieder, of S. Frieder & Son, Cincinnati importers and manufacturers of Manila cigars, was in Philadelphia recently en route to New York, where he boarded a steamer for a trip to Europe.

Jacob Mazer, of the Mazer-Cressman Cigar Company, Detroit, Mich., was a recent visitor to Philadelphia and Atlantic City. He was accompanied on his trip east by his two sons.

Finkleman & Hollander have just opened a cigar and sporting goods store at 226 Market Street. They were formerly located at 718 Chestnut Street.

Sidney Freeman, of S. J. Freeman & Son, New York City, stopped over in Philadelphia last week, on his return from a visit to Washington, D. C.

"WALT WHITMAN" CIGAR FOR NEW HOTEL

This is the week of the grand opening of the new "Walt Whitman" hotel in Camden, N. J., and with it comes the introduction of the "Walt Whitman" cigar.

The cigar is being manufactured by the old and established cigar manufacturing firm of F. Hartmann & Sons, of Camden, N. J. The brand will be produced in five shapes and sizes. General distribution on the brand will be started very shortly.

SEES FIVE-CENT CIGAR AS TRADE REVIVER

A general revival of the domestic cigar manufacturing industry is expected within the next six months, according to trade reports and observers who have made a close study of changes in the industry during the last few years. The prediction was made yesterday that within the next three years the consumption of cigars in the United States may reach the high records of about five years ago, prior to the disappearance of the favorite five-cent cigar. The revival of the domestic cigar industry, it was stated, would be brought about by the return of the five-cent cigar, with a quality which will compare with that of pre-war days.

According to trade reports, the cigar industry of the country has just passed through a period of readjustment which has resulted in greatly strengthening the industry. In 1917, before the elimination of the popular five-cent cigar, more than 8,000,000,000 cigars were consumed in the United States. As a result of the increase in the price of tobacco during and immediately following the war, cigar prices advanced and the five-cent smoke disappeared. As a result the consumption of cigars dropped to around 6,750,000,000 by 1921. Since that time consumption has gradually increased and now averages about 6,960,000,000 annually.

During this period of readjustment, however, numerous changes have taken place in the industry which are expected to materially benefit the larger manufacturers. One of the most important developments has been the greater concentration of production. Prior to the war, trade interests point out, there were thousands of small manufacturers scattered throughout the country making a living turning out five-cent cigars for local trade. These individual makers were in part responsible for the enormous production of the pre-war days. But with the passing of the small manufacturers the established companies did not feel the effects of curtailed business. In fact, their production increased, but profits were affected by the higher prices quoted for tobacco.

Regarding concentration of manufacture, it was stated that prior to the war three hundred companies turned out 50 per cent. of the cigars consumed annually. At the present time twenty-two companies manufacture about 65 per cent. of the cigars consumed, and it is predicted that within the next five years about ten companies may do about 90 per cent. of the business.

This concentration of production has been made possible by the modern cigar manufacturing machinery, which has been perfected to a high point of efficiency and makes possible the production of cigars in enormous quantities. Under the old methods of manufacture, distribution of cigars was limited to certain areas, due to limitations on production. This situation has been changed by the introduction of machinery, and national distribution, with national advertising campaigns, is expected to bring the cigar manufacturing industry back into its own during the next three years.

It was pointed out that the liquidation in the industry during the last few years was the result of circumstances which are generally misunderstood. Investigation of the facts, it was said, would show that the readjustment, so far as the decline in the consumption of individual cigars is concerned, was not due to any weakness in the industry itself, but rather to the elimination of the small "store front" manufacturers scattered throughout the country, many of whom found a market for their products in the corner saloons, which also have gone out of business as a result of prohibition.

Through modern distribution and manufacturing methods a general advertising campaign, and improved quality of tobacco in the cheaper cigars, the industry expects the return of the five-cent smoke will bring back many of the old-time cigar smokers who have been driven to other forms of smoking because of the high prices. The poor quality of the tobacco in recent years, it was said, was due partly to the fact that growers curtailed the use of fertilizer because of its high price. The cost of fertilizer has been materially reduced during the last few years. As a result a good quality of tobacco is being raised as more fertilizer is used.

—*N. Y. Times.*

MANILA NOTES

Colonel Carreon, head of the La Insular cigar factory, of Manila, is expected in New York within a week or so. He will sail from here for Spain shortly afterwards. Colonel Carreon is one of the officers on the staff of King Alfonso, of Spain, socially prominent in Madrid and one of the leaders of the Spanish Colony at Manila.

David F. Morris, tobacco agent for the Philippine Government, is in San Francisco for the present. He plans to make a trip through the Sacramento and San Joaquin valleys before his return to the East. A large quantity of high grade Manila cigars is consumed in this territory, and the trade has been growing rapidly the last year.

C. A. Bond, Philippine tobacco agent, has returned from an inspection trip to Indianapolis and Chicago. He reports that Manila business is booming, especially on best grades of Class "A" merchandise. Several importers said that they are facing a shortage on stabilized Class "A" Manilas.

Paul A. Meyer, the head of the Alhambra cigar factory, of Manila, and Emil Judell, of H. L. Judell & Company, San Francisco, called on their trade friends in Indianapolis and Chicago last week. They are returning to the Pacific Coast where Mr. Meyer expects to take passage for Manila the latter end of the month.

J. B. Havre, of J. B. Havre & Company, representing the Isabela factory of Manila, visited the trade in Chicago last week. He is expected to make a flying trip to New York before his return to the Pacific Coast.

TURKISH WOMEN SMOKE SPARINGLY

Contrary to western belief, Turkish women of the upper class do not smoke as much or as publicly as American women.

Turkish girls before they are married are not permitted to smoke; and even when they are married they may not do so in the presence of their elders. Among the lower classes women smoke a great deal and everywhere, even in the streets.

The cigarette is the only form in which tobacco is used by women.

ENGLISH TOBACCO GROWING

The English tobacco harvest was in full swing last month at Church Crookham, Hampshire, where Mr. Arthur J. Brandon has about twelve acres under cultivation. An acre produces on an average 1000 pounds of tobacco, but this year's crop is expected to exceed that amount, and the quality is considered to be exceptionally good.—*Tobacco World*, London.

ABOUT HAVANA CIGARS

An interesting and, in fact, informative article appeared in a recent issue of the *Graphic*, under the heading of "Havana's Thoroughbreds." "How many people," the writer asks, "really know anything about Havana cigars? Probably very few, even of those who cherish some fine brands and sizes in the smoke-room or the billiard-room and are wont to produce them for their friends or cronies after dinner. Yet the fragrant Havana is quite an interesting study, the smooth, almost silky, cover or 'wrapper,' the beautiful shape, varying not the tiniest fraction in a box of fifty or one hundred. Fortunately for the smoker, the anæmic claro is dying the natural death to which its artificiality foredoomed it, and the smoker is beginning to realize that to appreciate the Havana cigar at its best he must smoke it in the colour beloved by the Cuban—who should know something about it—the full brown of the colorado, or the colorado claro, in all its sun-grown glory, the perfect Havana cigar—born in the rich red earth of the Vuelta Abajo, nurtured by the warm rays of the Cuban sun and cradled in the mobile hands of the skilled Havana cigarmaker.

"The cultivation of the tobacco and the making of the cigars entails the very greatest care and solicitude on the part of those engaged in the industry, from the beginning of the crop to the time when the complete cigar leaves the maker's hands. Moreover, the natural conditions must be propitious, both sun and rain.

"The tobacco-growing districts of Cuba—the finest is the famous Vuelta Abajo—are mostly beautifully undulating, and even where they approach the flat they are pleasantly relieved by tall, swaying palms, singly or in groups or groves. There is probably no soil in the world so precious as that of Vuelta Abajo—unless it be that whence comes the gold and 'bubbly.' But the tobacco field in Cuba is the exact converse of the vineyard in Champagne, in that the latter disappoints the eye by reason of the grim vista of grey wood stakes dominating the vines, whereas the former pleases it by the rich contrast of the warm red of the earth and the brilliant emerald green of the serried rows of tobacco plants.

"For they are green, my innocent smoker friend, notwithstanding that the fact may cause quite a revulsion of feeling in your sympathetic system. Although the brown colour comes from the sun, it is only by 'curing' that it is brought out. The leaves are green when they are carried into the curing barn, but there the warm air and subsequent fermentation gradually deepen the colour until, by the time the tobacco reaches the warehouse, it has quite taken to itself the brown, familiar colour we smokers all love so much, and is ready for 'stripping'—the removal of the centre vein or stalk—and sorting as to size and quality.

"The *fabrica* in Havana has little or none of the hustle one usually associates with a factory. There is no machinery, no noise, and from the time when one passes through the high gates into the open *patio*, or courtyard, there is scarcely a sound other than the soft cadence of the 'reader's' voice in the *galeras*, as, perched high in a sort of desk or pulpit, he reads the news of the day or a novel, or at times something more abstruse, to the silent workers at the benches. The cigar-maker is a wonderful artist. Building up the lesser leaves with the flexible fingers of his right hand in the palm of his left, he gradually evolves the required size and shape of the body or contents of the cigar, and rolling it on the table in front of him, deftly encloses it in the final wrapper—the large, soft-textured, fine leaf which gives to the cigar its beautiful appearance and much of its delightful flavour and aroma. Unerring in his judgment, although with nothing but eye and hand to guide him, he is never wrong in his measurements; the cigar is always 'just so'—of the exact shape and size, and, more wonderful still, the exact weight to which he is working.

"After the makers come the 'selectors,' men who subject the cigars to a final inspection and grade them in their colours, ensuring absolute uniformity in the contents of each box, a uniformity which will be realised to be the more remarkable when it is stated that the good selector can distinguish and discriminate between as many as a hundred different shades of colour. To the uninitiated such words as claro, colorado, and so forth, branded on the end or bottom of a box are meaningless. Actually, they indicate the colours of the cigars, which are claro, colorado claro, colorado, colorado maduro and maduro—working from the pale colour already referred to through varying depths of brown to one that is almost black, and usually very strong. One might almost say that it is from the ranks of the selectors that the manufacturers are drawn, for they are the highest paid and occupy the most confidential positions in the factory. More than one manufacturer whose name and brand has become famous was formerly a selector.

"'How does one judge a cigar,' did you say? There is only one way—by being a regular cigar smoker, and so by experience learning the difference between good, bad and indifferent. Even those who have spent their lives in making or marketing Havana's famous product know no royal road to the detection of quality. They have to smoke the tobacco before they can really decide. Appearances are proverbially deceptive, and while, if an Havana cigar presents the nice, clean, rich appearance which is generally associated with a fine cigar, there is every reason to suppose that it will come up to expectations, yet, if the wrapper does not possess that perfection of appearance that is always looked for, lack of quality is not necessarily indicated. If a smoker is in any doubt and does not feel competent to choose for himself, he can generally rely upon his dealer to give him the right thing."

—*Tobacco World, London.*

GOVERNMENT TOBACCO REVENUE INCREASES OVER $19,000,000

Collections of taxes on tobacco and its products during the fiscal year 1925, which ended June 30 last, totaled $344,121,296.55, it is shown by preliminary figures just made public by the Bureau of Internal Revenue. This was an increase of $19,608,279.82, as compared with the preceding fiscal year, when $324,501,782.78 was collected.

Collections by items for 1925 and 1924 were as follows: Cigars, $44,077,665, as compared with $45,961,304; cigarettes, $225,142,225, as compared with $203,777,498; tobacco, $66,922,388, as compared with $66,700,455; snuff, $6,753,619, as compared with $7,005,089; cigarette papers and tubes, $1,189,408, as compared with $1,029,292; miscellaneous collections, $35,989, as compared with $28,142.

The tobacco collections represented over 12½ per cent. of the Government's entire tax revenue, the report shows. The States producing the largest collections from these taxes were: North Carolina, $147,221,887; New York, $43,153,681; Virginia, $30,959,975; New Jersey, $28,078,954; Pennsylvania, $24,484,488; Ohio, $11,659,731, and Missouri, $10,883,323.

JUNE FIGURES SHOW INCREASED PRODUCTION

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of June, 1925, and are issued by the bureau. (Figures for June, 1925, are subject to revision until published in the annual report.)

Products.	*June, 1924.*	*June, 1925.*
Cigars (large)		
Class A .....No.	222,902,525	233,288,125
Class B .....No.	114,462,165	100,603,468
Class C .....No.	212,650,581	221,463,852
Class D .....No.	10,762,604	11,697,033
Class E .....No.	1,953,681	2,690,535
Total	562,731,556	569,743,013
Cigars (small) .....No.	40,830,620	43,657,700
Cigarettes (large) ....No.	1,523,550	911,284
Cigarettes (small) ....No.	6,455,228,046	7,434,013,425
Snuff, manufactured ...lbs.	2,533,082	2,605,031
Tobacco, manufactured, lbs.	31,031,974	32,025,324

(*Note.*—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.)

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of June.

Products.	*June, 1924.*	*June, 1925.*
Cigars (large)		
Class A .....No.	7,144,600	12,300,840
Class B .....No.	860,150	1,001,400
Class C .....No.	3,123,810	3,879,250
Class D .....No.	4,325	11,125
Total	11,132,885	17,192,615
Cigars (small) .....No.	2,000,000	1,000,000
Cigarettes (large) ....No.	500,000	300,400
Cigarettes (small) ....No.	60,000	22,110

Tax-paid products from the Philippine Islands for the month of June.

Products.	*June, 1924.*	*June, 1925.*
Cigars (large)		
Class A .....No.	12,881,520	15,791,117
Class B .....No.	369,795	239,980
Class C .....No.	86,213	62,140
Class D .....No.	725	750
Class E .....No.	740	.....
Total	13,338,993	16,093,987
Cigarettes (large) .....No.	200	.....
Cigarettes (small) ....No.	58,250	63,900
Tobacco, manufactured, lbs.	34	48

(*Note.*—Quantities of tax-paid products shown in above statement are indicated by stamp sales reported for the month.)

MRS. GEORGE W. HILL DIES

Mrs. Aquinas Hill, wife of George W. Hill, vice-president of the American Tobacco Company, passed away on Wednesday, September 9, following a brief illness. Funeral services were held on Friday morning from St. John's Catholic Church, in White Plains. She is survived by her husband, one son and one daughter.

NEW FERMENTING PROCESS

Recently an experiment was conducted at Iligan, Isabela Province, under the direction of Dr. Herber, to test a new fermenting process for tobacco. It was claimed that this process would shorten the period of fermentation to about ten days and at the same time, it would eradicate all weevles and other enemies which destroy tobacco.

Aurelio L. Pena, Jr., commercial agent of the Bureau of Commerce and Industry, who was present when the experiment was tried, reports that the new process requires from $2.50 to $5 per hundred pounds, a cost that makes it prohibitive to the Filipino leaf grower under present price conditions. He states, however, that the process does exactly what it was claimed it can do and that at times when tobacco is scarce and factories are compelled to obtain quick supplies, that Dr. Herber's method would prove of great benefit.

It is also claimed that the process is very simple, and that the farmer would have little difficulty in learning how to follow it, and to accomplish all the results necessary to obtain.

A further advantage was also pointed out and that was the avoidance of much loss that occurs at the present time through carelessness and ignorance during the fermentation period.

WATCH YOUR ORDER BLANKS

By M. L. Hayward

"What's your best price on that?" the tobacco man queried.

"Twenty-two and a half cents, and you won't be able to get it at that price very long," the salesman assured him.

"We'll take fifty one hundred pound boxes."

"You're wise," the salesman agreed, and filled out the usual blank for fifty boxes, put "22.50" in the price column, handed over the so-called "confirmation slip," and the buyer signed the seller's copy.

"You'll never be sorry," the salesman averred.

The tobacco man was sorry, however, several times over—the article in question went down to eight cents per pound, and the tobacco man refused to accept at twenty-two and one-half.

"We'll sue you for damages," the seller threatened.

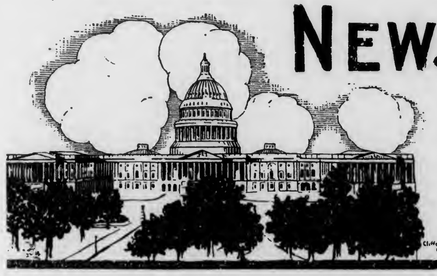
"Sue away," the tobacco man retorted, "and we'll defend on the ground that the sales law in force in this state says that a sale over and above a certain amount's got to be in writing."

"But we've got the sales slip signed by you."

"I don't deny that, but the law means that the whole contract must be in writing, and that slip don't show what the price is, nor how many pounds there are in a box. It's just '22.50,' and that might be anything at all."

In a recent case along this line, Franklin v. Howell, 113 Atlantic Reporter, 109, the Supreme Court of Pennsylvania decided in favor of the buyer, and held that such a confirmation slip was not sufficient to comply with the law, on the ground that it did not show the price per pound nor the number of pounds per box.

After all nothing satisfies like a good cigar



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Income Tax Publicity May Be Repealed by Next Congress

MEMBERS of the tobacco industry whose names and income tax payments have recently been made public by their local newspapers may not again be objects of their fellow-citizens' curiosity, as complaints pour into Washington in such volume as to make it certain that repeal of the publicity provisions of the revenue law will be sought in Congress next session.

Collectors of internal revenue throughout the country are almost unanimous in their belief that this section has failed of its object, which was to "bring to time" persons who in the past had evaded their taxes. Officials of the Treasury Department here hold the same conviction, but in addition feel that the work of making up the tax lists and the crowds of newspaper men and others who seek to see them is interfering greatly with the regular work of the collectors' offices. Furthermore, it is pointed out, the taxes paid afford no indication of a taxpayers' income, since no information is given as to tax-exempt securities, exemptions, deductions and other items which appear in the returns.

Official Washington is unanimous in holding that publicity must go, but it is believed that there is still considerable sentiment in Congress for the retention of these provisions. However, there is no doubt that when the House Ways and Means Committee begins its consideration of the question of tax relief next month there will be a concerted appeal for elimination of the publicity section which may convince Congress that public sentiment is strongly opposed to the publication of tax lists.

New Revenue Bill Attracting Keen Interest

Members of the Senate Finance Committee plan to return to Washington next month in order to watch the proceedings before the House Ways and Means Committee when that body begins the hearings which will be held preliminary to the drafting of a new revenue measure. It is believed that this method will enable the bill to be handled with greater speed when it comes before the upper House.

The first meeting of the Ways and Means Committee has been called for October 15 by Representative William R. Green of Iowa, chairman. On that date, Mr. Green will be in Washington with a rough draft of the bill, based on discussions with Secretary of the Treasury Mellon and his tax experts, in which will be included the recommendations to be made by the Treasury Department as to where it is believed further reductions in taxes can best be made. It is not believed that any changes will be recommended in the tobacco taxes.

Hearings will be held late in October at which Secretary Mellon and his assistants will explain their views. It is planned to furnish copies of the testimony to the finance committee, with the result that it may be decided no further hearings are necessary by the committee which will steer the measure through the Senate.

It is planned to have the bill ready for introduction in the House immediately following the Christmas holidays.

Manufacturers Need Not Fear Shortage of Soft Coal

Tobacco manufacturers who operate their plants on soft coal need not at present fear any shutting off of their supply of that fuel. At the present time, according to Hugh L. Kerwin, director of conciliation of the Department of Labor, there is no indication that the strike in the anthracite industry will bring about a shut-down of bituminous mines.

Officials in Washington are confident that the bituminous miners will not strike, but on the contrary believe that the soft-coal industry will make a strong effort to secure some of the business which in the past has gone to the anthracite mines. Plans are being made, for instance, to ship large quantities of smokeless bituminous coal into the New England States and to other sections of the East which will be affected by the anthracite strike.

While settlement of the anthracite difficulties appear still to be very remote, the administration is "marking time," having found that it is without authority to intercede in the matter. If the strike is not settled by the time Congress convenes, it is probable that the attention of that body will immediately be centered upon the possibilities of enacting legislation which will provide for compulsory arbitration in the coal mining industry, but after the experiences of two years ago, when Congress wrangled over the matter for some time without arriving at any solution, there is no great optimism in Government circles that anything will be accomplished by such an effort.

J. C. Herman & Company Cited by F. T. C.

Use of the terms "Tampa" and "Sumatra Wrapped" in connection with cigars not made in the Tampa district nor wrapped with tobacco grown on the Island of Sumatra is cited as a method of unfair competition in a formal complaint issued against John C. Herman and Edward S. Herman, doing business in Harrisburg, Strinestown, Dover and Manchester, Pa., under the trade name of John C. Herman & Company, by the Federal Trade Commission.

(*Continued on page 16*)

5c Cigars now being made at a Profit

THE sale of 5c cigars is steadily increasing and it is only a question of time, when more of them will be made and sold, than all other priced large cigars put together.

The problem of how to produce a good nickel cigar profitably, has been a puzzling one to Cigar manufacturers. The adoption of labor saving machinery has gone far toward solving the question—and in this direction, the Universal Model L Scrap Bunching Machine has fully proved its efficiency.

THIS MACHINE IS NOW IN USE IN UNION AS WELL AS OPEN SHOPS. Large factories as well as small, are operating them. One of the largest scrap cigar manufacturers in the country has purchased sixty of them.

A trial of this machine in your factory, under your own operating conditions, will convince you of its efficiency and money-saving features.

Let us prove to you the economy of the machine as compared to hand labor. Better bunches and at a much lower cost of production.

Universal Model L Scrap Bunching Machine for 5c Cigar Profits.

$850 Complete

F. O. B. Newark, N. J.

HERE'S HOW THE MODEL L SCRAP BUNCHING MACHINE WILL HELP YOU SOLVE THE PROBLEM OF ECONOMICALLY MANUFACTURING 5¢ CIGARS.

1. Bunches are made on it at a labor cost of from 75¢ to $1.00 per thousand.
2. It produces 400 to 450 bunches per hour.
3. It makes uniform free smoking bunches.
4. It works any size scrap up to 1½".
5. Any size or shape can be made on the same machine.
6. Right and left-hand bunches are made on the same machine.

CAN BE PURCHASED ON TIME TERMS WITH SIX MONTHS TO COMPLETE PAYMENT.

Universal Tobacco Machine Co.

116 West 32nd Street, New York, U. S. A.

THE TOBACCO SITUATION

The current world situation in the tobacco industry with respect to production, trade and consumption is not far different from that existing a year ago. The fundamental steadiness of the industry, which prevented the degree of disturbance by the war suffered by many other agricultural commodities, has likewise called for less readjustment since the war. Perhaps of most outstanding significance at the present time is the continuation of the trend of production and consumption away from cigar tobaccos toward cigarette types. This tendency which began to be noticeable shortly before the war received great impetus during the war and has continued since the armistice. Production seems to be accommodating itself gradually to the changing demand, although stocks of cigar tobacco have accumulated and to some extent have been utilized in the manufacture of other products. The estimated acreage of cigar types for 1925 in the United States is 143,000 acres, or 20,000 acres less than the 1923 area.

Further improvement in the economic condition of European countries has tended to increase purchases during the past year, Germany showing the greatest advance. German imports during 1924 amounted to 230 million pounds as compared to 147 million during 1923 and 168 million average for 1909-1913. The United Kingdom imported 183 million pounds in 1924 as compared to 158 million in 1923 and 118 million pounds average for 1909-1913. China is rapidly increasing in importance as a market for leaf tobacco and cigarettes. In 1923 China imported 42 million pounds of unmanufactured tobacco, almost trebling the 1909-1913 average import of 15 million pounds. The bulk of this supply came from the United States, while the majority of the cigarettes imported by China from the United Kingdom were manufactured from raw material also of American origin.

Despite many changes in volume of tobacco production by individual countries during the past ten years, the net result for all countries reporting has been an increase of only 13 per cent. in 1924 over the average of years immediately preceding the war. Tobacco production for 1924 in all countries for which data are obtainable, amounted to 2686 million pounds, compared to the 1909-10 to 1913-14 average of 2370 million pounds. The 1924 production was a decrease of 2 per cent. from the 1923 crop of 2745 million pounds. The 1923 increase over the pre-war reported production was attributable chiefly to increased production in the United States which produces about half of the raw tobacco entering into international trade. Greece and Japan also contributed to the increase while the Netherlands, East Indies, Russia, Hungary and Cuba showed decreased crops.

Important features of the world demand situation are the almost universal increase in cigarette consumption noted above, increasing purchases of leaf tobacco by western European countries, and the growing importance of China as a market. The total consumption of tobacco in all forms by the countries for which reports are available has increased only moderately, the greatly increased use of cigarettes being largely offset by reductions in the use of other forms of tobacco. European markets can be expected to maintain and probably to increase their rate of consumption.

WILLITS SEES BIG FUTURE FOR CO-OPS

The co-operative buying and selling movement offers the farmer the best opportunity he has ever had to place himself on the same plane with other businesses, said Secretary of Pennsylvania Department of Agriculture, F. P. Willits, recently in addressing a meeting of Grange leaders from all parts of Pennsylvania at Center Hall. The value of co-operative effort can not come through farm monopoly, he continued, but through giving farmers the same chance that is given other industries to understand the market for their products and then to produce crops that will best fit that market demand.

In discussing the relation of the Grange to co-operative effort, Mr. Willits asserted that the Grange might well be called the "grandfather" of the co-operative movement in the eastern part of the United States. There was very little co-operative effort among farmers previous to the Granger movement which started soon after the Civil War, he explained. The seed of co-operation was sown at that time when, throughout the East and Middle West, farmers first saw the need of organization to fight their business battles successfully.

While closely connected with the co-operative movement for many years and experiencing its trials and difficulties, Mr. Willits said that he has never lost confidence in farmers co-operating and doing business together.

The co-operative associations must assume a large share of the responsibility of maintaining stable agricultural conditions in the future, he concluded. To a large degree, the prosperity of agriculture depends upon the ability of the leaders in co-operation—their honesty and their broad understanding of the economic conditions affecting agriculture.

UNITED BUYS AND SELLS EIGHTH STREET CORNER

The three-story building on the southeast corner of Eighth and Market Streets, has been purchased by the United Cigar Stores Company, for $500,000, and they have resold the premises to Charles Ulin, a banker, of Boston, Mass., who has engaged architects to draw plans for extensive alterations to the building.

CONSOLIDATED PAYS ALL BACK DIVIDENDS

Directors of The Consolidated Cigar Corporation, have declared a dividend of $1.75 a share on the preferred stock of the corporation on account of accrued dividends, which brings all accrued dividends up to date.

The dividend is payable October 1st to stockholders of record September 1st.

R. J. REYNOLDS DIVIDEND

The R. J. Reynolds Tobacco Company, has declared a regular quarterly dividend of 75 cents on the common stock outstanding, and $1.75 on the preferred stock of the company. All dividends are payable October 1st to stockholders of record September 18th.

IMPERIAL TOBACCO COMPANY DIVIDEND

The Imperial Tobacco Company, of Canada, has declared a dividend of 1½ per cent. on ordinary shares, payable September 29th.

News from Congress

(*Continued from Page 12*)

The commission has announced that a hearing will be held on September 19, at which the respondents will be given an opportunity to reply to the charges, and show cause why an order should not be issued by the commission requiring them to cease and desist from the practices complained of.

Registration of Designs to Come Up in Next Congress

Legislation providing for the registration of designs, which will affect practically every industry in the country, will come up again the next session of Congress with every promise that the bill will have a stormy path to travel. This legislation has been before Congress for a generation, but there has been so much opposition on the part of industries which felt that they would not be adequately protected that it has been impossible to get a bill through.

Members of the patent committees, before which such legislation comes, are anxious to protect industries in which design is an important factor. There has been considerable controversy, however, over whether this could be accomplished best by copyright or patent, the former, it is pointed out, being the quickest and cheapest method.

Unless an agreement can easily be reached by the various industries, it is probable that no action will be taken on this legislation during the session, since it is planned to make a general revision of the patent law, and that work will be given precedence over all other matters coming before the patent committees.

Change in Valuation of Imports for Assessment of Duties Advocated

Importers in the tobacco industry will be affected by the effort which will be made during the coming session of Congress to secure legislation under which duties would be assessed according to the American value, instead of the foreign value of imports as at present.

Under this proposal duties would be assessed according to the cost of the imports as commodities in the importers' possession, which would include the price paid the foreign producer, plus transportation, handling and other charges.

The matter has been actively advocated for the past few weeks, and proponents declare that a measure to bring the change about will be introduced at the next session. Congress, however is reluctant to tinker with the tariff at this time, finding that returns from the present law are very satisfactory and fearing that the slightest move toward amendment would bring down an avalanche of appeals for changes in rates.

However, while advocates of the bill declare that its adoption would bring about assessment of duties on a fair valuation, and base their claims on that point, the most important factors toward inducing Congress to consider the measure would be the increasing difficulty in keeping track of fluctuating foreign values and the obstacles which are being placed in the path of American agents abroad whose duties require them to determine foreign costs of production, regarding which there has been considerable friction with several European countries.

Bankruptcy Law Revision Will Be Taken Up by Next Congress

General revision of the bankruptcy law, a matter of considerable interest to all branches of the tobacco industry, will be undertaken by Congress next winter on the basis of the investigation conducted during the last session, which brought out the weak spots of the present law and showed where it failed to prevent or punish a large proportion of bankruptcy frauds. In the past many attempts have been made to strengthen the bankruptcy laws, but they have called for piecemeal revision, while the studies of the House Judiciary Committee last session showed that there was needed a general revision which, in effect, would bring about the adoption of a new law. But few changes were made in the personnel of that committee by the last election, so that it is not expected any difficulty will be encountered in drafting the proposed measure.

The House will probably be presented with a bill which, among other things, will put voluntary and involuntary bankrupts on the same footing as to the number of discharges within a stated period; provide heavier penalties for the concealment of assets and other frauds; provide for repayment of funds spent by creditors to uncover frauds, especially in compromise agreements; tighten up the requirements for trustees and receivers, and bring about uniformity of procedure throughout the country.

WORLD'S TOBACCO PRODUCTION 2,686,000,000 POUNDS

Last year in all the countries of the world for which figures are available the total production of tobacco was 2,686,000,000 pounds. This was a decrease of 2 per cent. over the preceding year, but the production, according to the United States Department of Agriculture, is still larger than it was in the same countries before the war. Most of the decrease in production is accounted for by shrinkage in the United States and in Greece. This country produced 272,000,000 pounds less than the preceding year, and in Greece there was a drop of 85,000,000 pounds.

Turkey and the Dutch East Indies increased their productions and made up part of this loss. The United States grows about half of the tobacco that is reported in the world and about half of the total raw tobacco that enters into international trade.

It was the increase in production in this country that caused most of the world gains in tobacco production over pre-war production. Greece and Japan have also contributed to building up the total. Such well-known tobacco countries as the Dutch East Indies, Russia, Hungary and Cuba have shown a decreased crop.

RAISES SIXTY-SEVENTH TOBACCO CROP

George Shaw, an eighty-seven-year-old farmer of Porter Township, Pennsylvania, has just raised his sixty-seventh tobacco crop, and it is said to be one of the best crops in Lycoming and Clinton Counties. The crop will average 2000 pounds to the acre, which is a new high mark for this section of the State.

Mr. Shaw takes an active interest in all things pertaining to the growing of tobacco and attends all the meetings of tobacco growers in his section.

1925 SUMATRA CROP

(*Continued from Page 6*)

with Fls. 1.30 to Fls. 1.35 per half kilo (50-51.5 cents at the average 1924 rate of 38.2 cents per Fl.) last year. The peak of the high cost of production was reached in 1920 when, owing to the high price of rice and estate supplies, the cost rose from Fls. 1.95 to Fls. 2.05 (67-71 cents) per half kilo. Since that time, the cost of production has steadily decreased each year; the present cost of production being the lowest since 1918.

TO THE MEN BEHIND

Only a few of the men in large business can be conspicuous as leaders, as the shining lights of the business.

In a small business there may not be room for more than one man to stand in the limelight.

For every man who occupies a position of prominence there must be many who have positions that afford them no prominence—only an opportunity to do their duty, and the limited chance of some day stepping upward into a more conspicuous position.

It is so in business. It is so in war. It is so in sports.

Bill Edwards says in his football book, "Remember the scrub team and its hard work without glory or fame, just to make the 'varsity team a success."

In an aviation corps only a few of the men are flyers. Most of them are there to keep the planes in condition, to do the work that makes flying possible.

Those of us who cannot head up our organizations and stand in the high places can work behind the lines in jobs fitted to our present experience and ability.

It is worth remembering that every one of the men today occupying prominent positions was one day back of the lines on the scrub team, somewhere playing a relatively unimportant part while developing ability to be a leader.

The biggest business can be no bigger than it is made by the men behind the lines, by the men who work in the subsidiary positions. The head of a big business may be in his outstanding position because he knows how to get the things done that make the business big and that hold it up to its full height; but after all, there must be faithful work by those the leader depends upon. The men behind are the foundation on which the leaders build.

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TOBACCO CROP SUMMARY

A slight improvement in the tobacco outlook as a whole is shown as a result of rains during August. The improvement is confined almost entirely to the eastern and northern States. Conditions have fallen off somewhat in the Connecticut Valley but on the whole, yield and quality are excellent. From 80 to 85 per cent. of this crop has been harvested and hail damage is reported to be only 15 per cent. as great as last year. The Pennsylvania crop also is being cut, and good yield and quality are in prospect. The danger of frost damage appears to be much less than was experienced last year. Present indications are for a crop in Pennsylvania slightly under sixty million pounds, an increase of about three million pounds since August 1. Wisconsin shows an increase of about three million pounds during the same period, with an indicated production of about forty-five million pounds, and decided improvement is reported in the Miami Valley district of Ohio. Maryland tobacco prospects improved during August. Early crops are being cut, but many fields are late and will run the risk of frost damage.

Conditions in Virginia, while greatly improved over last month are still very spotted. The greatest recovery is shown in the sun cured district where an improvement of twenty-four points occurred, the present condition being about 71 per cent. of normal Bright tobacco also improved more than appeared possible a month ago, and is now reported at 70 per cent., compared with 51 per cent. a month ago. Fire cured shows an improvement from 51 per cent. on August 1 to 59 per cent. on September 1, while the small amount of burley in the southwestern counties has deteriorated. Stands in the dark counties are exceedingly irregular and leaves generally short. Instances of almost complete failure, fair crops and occasional good crops are intermingled throughout the district.

Estimates of bright flue cured tobacco are larger than last month by twenty-eight million pounds in North Carolina and two million pounds in South Carolina. A slight decrease is shown in Georgia. Sales in North Carolina are heavier than last year and the crop is better in quality and heavier bodied than last year.

The burley crop shows a loss of five points in condition in Kentucky, an improvement of five points in Ohio, six points increase in Indiana, and a slump in eastern Tennessee. The condition of burley in the important states is: Kentucky, 71 per cent.; Tennessee, 50 per cent.; Ohio, 75 per cent.; Indiana, 81 per cent. For the same states respectively the condition on August 1 was 76 per cent., 58 per cent., 75 per cent. and 75 per cent.

Western fire cured shows a loss of five points in condition in the Paducah section, and an improvement of 8 points in Tennessee. The condition reported is 78 per cent. in both states. Southern fire cured in the Clarksville and Hopkinsville district fell off twelve points to 67 per cent. in Kentucky, and eight points to 71 per cent. in Tennessee. One Sucker continues to deteriorate, showing 60 per cent. of normal in Kentucky and 58 per cent. in Tennessee compared with 73 per cent. and 67 per cent. for the two States respectively in August. Northern fire cured in the Henderson district declined from 71 per cent. in August to 68 per cent. in September, while rather incomplete returns from the nearby Green River counties show a decline from 82 per cent. in August to 63 per cent. in September. The dark tobacco across the river in Indiana declined from 74 per cent. in August to 65 per cent. in September.

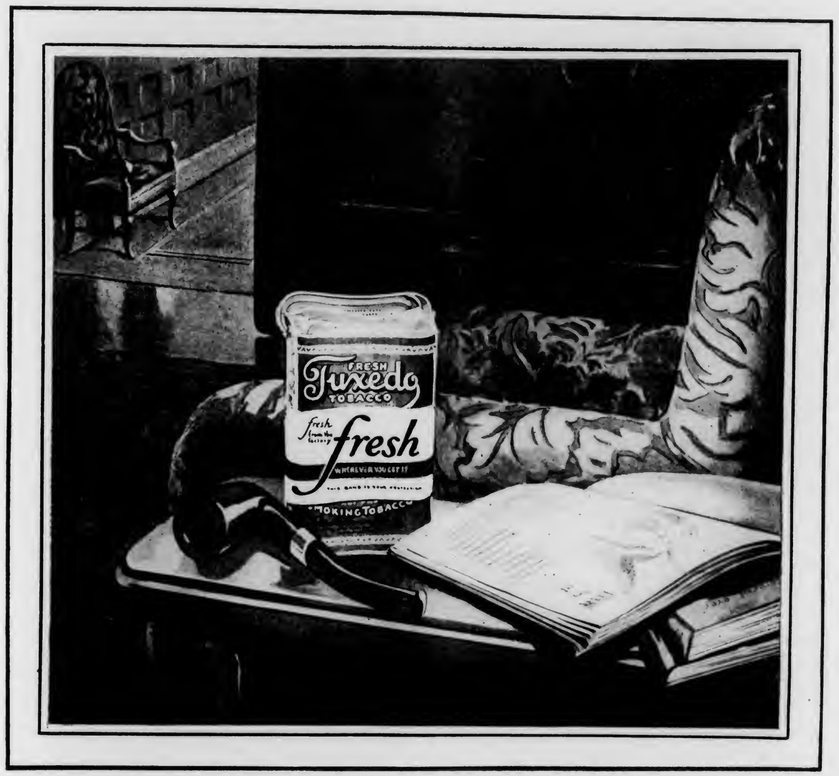
Reports from many parts of the dark tobacco sections of Kentucky, Tennessee, and Virginia, indicate that tobacco is being cut prematurely to save it from burning in the field.

INCREASED PRODUCTION IN LANCASTER COUNTY

During the past thirty days the cigar industry in Lancaster County has shown a steady improvement, and 2,251,010 more cigars were produced than in the same period the previous year. Tax receipts increased $5126 over the same period the previous year.

THIEVES ROB CAMDEN STORE

Early on Friday morning, September 11, thieves gained an entrance to Kane Brothers' cigar store on the Ferry Walk and stole $15 from the safe. Entrance was gained by breaking the glass in the door.



Quality created the demand—
demand made possible the price

FRESH Tuxedo TOBACCO NOW 12¢

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BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO.,
Third and Lock Streets, Cincinnati, Ohio.

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MANUFACTURERS OF
CEDAR, SAW, CIGAR BOXES, AND PLANING MILLS
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F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PAGET and PAGET:—44,347. For cigars, cheroots and tobacco. August 20, 1925. Metropolitan Cigar Co., Denver, Col.

BRAMHALL:—44,348. For all tobacco products. July 29, 1925. Pine Bros., Portland, Me.

BURBURY:—44,349. For all tobacco products. August 14, 1925. Joseph T. Snyder, Buffalo, N. Y.

R-A-Y-V-E-R:—44,350. For all tobacco products. August 28, 1925. A. S. Conover, Germantown, Pa.

SAFETY CLUB:—44,351. For all tobacco products. September 3, 1925. Morris Gray, New Haven, Conn.

DOUGH GOB:—44,343. For cigars, cigarettes and tobacco. H. E. Lupold, Lancaster, Pa., August 26, 1925.

BEN BURR:—44,344. For cigars. August 26, 1925. J. W. Fitzhenry, Marinette, Wis.

PANCOAST:—44,346. For all tobacco products. August 27, 1925. American Litho. Co., New York, N. Y.

TRANSFERS

COLONEL SHELBY:—33,014 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered September 3, 1907, by Geo. Schlegel, New York, N. Y. Transferred to Shelby Cigar Co., Shelby, N. C., August 24, 1925.

SLAIN FOR TAKING A CIGAR

During an Italian festival in Garfield, N. J., on September 9, James Fasino was shot, and died in the Passaic General Hospital later, as a result of taking a cigar from the pocket of his companion. Joseph Spotto was held by the police on a charge of murder.

INCREASED GERMAN TOBACCO IMPORTS

Total imports of leaf tobacco into Germany, which amounted to 216,000,000 pounds in 1924 as compared with 136,000,000 pounds in 1923 and 179,000,000 pounds in 1913, have been well maintained in the first half of 1925, but imports from the United States have dropped off. In the six months January-June, 1925, Germany imported 113,000,000 pounds of leaf tobacco as compared with 117,000,000 pounds in the same months of 1924, but the United States was the origin of only 9,900,000 pounds, compared with 17,250,000 pounds last year.

An examination of the statistics of imports by countries of origin in the accompanying tables seems to indicate a definite shifting of the sources of supply in the years since the World War as compared with the years just preceding the war. This shift consists in a distinct increase in imports from Turkey, Greece and Bulgaria, with a corresponding decrease in imports from the Dutch East Indies and from the West Indies and neighboring Spanish-American countries.

Since the countries from which imports have declined are producers of cigar leaf and those from which imports have increased are producers of cigarette tobacco, these changes confirm reports from other sources of an increased use of cigarettes in Germany and a decrease in the use of cigars. The figures also give some indication of the magnitude of the shift in consumption.

Imports of tobacco from the United States were unusually heavy in 1923 and 1924, constituting from 14 to 16 per cent. of the total imports as compared with 9 to 10 per cent. in 1911-1913.

In the first six months of 1925, however, imports of tobacco from the United States have been but little larger than in corresponding months of the three years just preceding the war. The ratio which these imports bear to total imports is distinctly smaller than the three-year pre-war average.

CONVENTION HERE IN DECEMBER

The convention of the National Board of Tobacco Salesmen's Associations will be held in Philadelphia on December 28 and 29, 1925. A bang-up program is being planned and a record-breaking attendance is expected.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L MANAGER
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CIGAR LABELS BANDS
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Quality Service
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SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

Good Cigars

CAN A "GOOD" CIGAR BE BAD?

SOMEONE has said that a good cigar is the kind that sells.

We all know that he is right.

THE BAD CIGAR NEVER SELLS FOR VERY LONG!

Even looking at the proposition to give the bad cigar the best of it, we find that a bad cigar is good for a little time only, and then—

IT IS GOOD FOR NOTHING!

IN FACT, IT IS WORSE THAN GOOD FOR NOTHING!

The bad cigar will not only fail to sell, but it will earn for the seller a reputation that will eventually drive him out of business.

STICK TO GOOD CIGARS! IT PAYS!

C. A. Bond.

AFTER ALL

Nothing Satisfies Like a Cigar That Sells

MANILA CIGAR FACTORIES

CIGAR manufacturing has been going on at Manila for more than a hundred years.

Since 1882 the business has been in the hands of private individuals.

From that time several Manila factories have grown from a small beginning to great business organizations with reputations the world over for making excellent cigars.

Other factories started after the opening of the United States market in 1909 also have built up an enviable trade on good merchandise.

Manila cigars made of Philippine Tobacco, mild, free-burning, by skilled Filipino workers, are appreciated wherever a sweet, cool smoke at a moderate price is in demand.

There is a difference, however, in Manila factories. Some are better than others. Some earnestly are trying to stabilize their brands in the United States. Others have been selling one brand today and another tomorrow.

Staple cigars, made of tobacco carefully selected and aged, cost more than the kind that come today and go tomorrow.

Staple cigars are the kind that sell!

A Manila Line If in doubt about a Manila Brand, or if you wish any information, write or wire to

THE MANILA AD AGENCY

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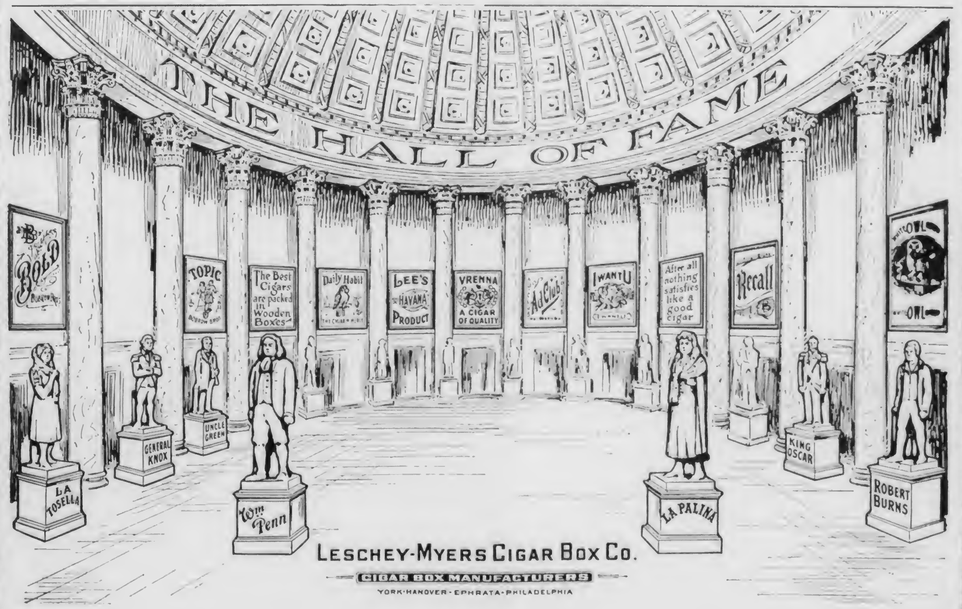
OCTOBER 1, 1925

VOLUME 45 No. 19

THE TOBACCO WORLD

After all nothing satisfies like a good cigar



PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Wooden Cigar Boxes Speed Up Sales

THE wooden box is the *only* container for cigars that encourages and enables the smoker to make prompt selection for shape, size and colors. No time wasted, no cigars made unsaleable by handling.

He *sees* what he *buys*. He *buys* what he *sees*.

In the dealer's case, on his counter and in his window "wooden boxes" are silent salesmen always showing the merchandise immediately, attractively, and conveniently.

Reaa these Six Reasons Why Wooden Cigars Boxes Are Better

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

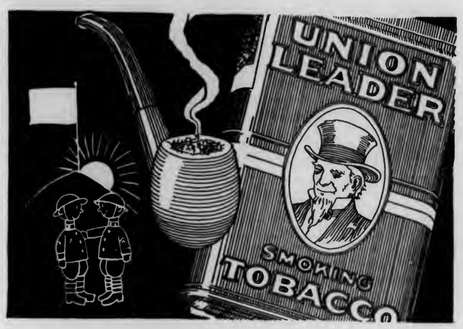
4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes



Buddies

There's no secret formula, no patented process for making Union Leader Smoking Tobacco. Others, in fact, have approximated it, and produced pipe rations almost as famously good. But those brands sell for at least 5 cents more. Union Leader costs but a dime a tin.

UNION LEADER
SMOKING TOBACCO
The best in the Union . . . *In the pocket tin* 10¢
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LA PALINA
CIGAR

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

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Office, 1181 Broadway, New York City
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LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

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CIGAR

Extremely Mild

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

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CAPITAL WANTED TO DEFRAY PATENTS COSTS, PRODUCTION and marketing several types, meritorious, cheaply made, easy to clean pipes. Good proposition. Address Box No. 489, "The Tobacco World."

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WANTED—CORRESPONDENCE WITH CIGAR MANUFACTURER who could use the services of a practical factory superintendent. Experienced cigarmaker on handwork, suction or fresh work machines. Address Box 487 c/o "Tobacco World."

SUPERINTENDENT—MAN WITH 25 YEARS' EXPERIENCE desires position as cigar factory superintendent with reliable manufacturer. Address Box No. 479, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 45 OCTOBER 1, 1925 No. 19

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

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Write for List of Flavors for Special Brands

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NATURAL BLOOM

The Cigar of Quality

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For the Retail and Wholesale Cigar and Tobacco Trade

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FIRE DESTROYS LANCASTER WAREHOUSE

Loss Near $1,000,000

Early on Friday morning, September 25, the huge tobacco warehouse at the southwest corner of Lemon and Market Streets, Lancaster, owned by Joseph Goldberg, tobacco dealer, and leased by Milton H. Ranck, also a leaf tobacco dealer, and sub-leased to other tobacco concerns, was totally destroyed by fire.

It was one of the most disastrous fires Lancaster ever had, a conservative estimate placing the loss at half a million dollars. The figures may run near the million mark, local tobacco men stated, when the condition of smoke-damaged tobacco in nearby warehouses is ascertained. The tobacco warehouses in that locality were visited only on Thursday by a Federal inspector.

On Market Street, east side, near the south end of the building destroyed, is the Miller warehouse, occupied by Block Brothers. This caught fire, but the flames were speedily extinguished.

The burned warehouse contained between six and seven thousand cases of tobacco.

Mr. Ranck is at loss to account for the fire. After Mr. Smith had finished putting his tobacco in the warehouse the day before, Mr. Ranck and a warehouse inspector inspected the entire building at three o'clock and found everything to be in good condition. After the inspection, the building was locked up.

As far as Mr. Ranck knows, he and the inspector were the last persons in the building. They travelled from cellar to roof.

Among the heaviest losers are the American Cigar, Christian Smith, local agent, their loss being placed at $350,000. They had in storage 2000 cases of Pennsylvania leaf and 800 bales of fancy Porto Rica wrappers, scarce and high priced. Cullman Brothers, New York, are also heavy losers, with 1800 cases of 1923 goods. Liggett & Myers, B. F. Mowery, local representative, have a loss of about $75,000, baled 1922 goods. Myer Dembo has a loss of $40,000 on 421 cases of Wisconsin tobacco. Milton H. Ranck, the lessee, had a large number of cases in the building and others who had tobacco on storage there were George Hoffman and Ibach & Raider, altogether upwards of 7000 cases of leaf tobacco were destroyed.

The warehouse adjoining that destroyed is occupied by Bobrow Brothers, Philadelphia, I. R. Smith being their local representative. They have in the building upwards of 5000 cases of leaf, Pennsylvania goods of 1923-1924 crops, worth about $300,000. Water entered the basement, where there was no tobacco stored, but the warehouse was filled with smoke, which damages tobacco. What their loss is cannot yet be determined, but it will be heavy.

Block Brothers occupy the warehouse at Prince and Lemon Streets, but it has not yet been ascertained whether there was any smoke damage. This firm also has the Miller warehouse, on Market Street, where they have stored loose tobacco to the value of at least $100,000. The smoke damage can only be learned after an inspection of the goods.

This warehouse was built forty years ago on the site of the Edward Eberman lumber yard.

The losses on tobacco destroyed are partially covered by insurance, but as a number of the firms are not local, the exact amount of insurance could not be ascertained today.

DESCHLER COMPANY SOLD TO KIEFER-STEWART

Announcement has been made that the controlling interest in the Louis G. Deschler Company, Indianapolis, has been acquired by the Kiefer-Stewart Drug Company.

The Louis G. Deschler Company has been one of the best-known wholesale and retail cigar and tobacco dealers in Indiana for many years.

The Kiefer-Stewart Drug Company is likewise one of the largest and best-known drug concerns in that State. The new owners will take over the entire assets of the Deschler Company, together with their employees, and will distribute cigars and tobacco in the State of Indiana, western Ohio and eastern Illinois.

TAMPA FACTORY CLERKS STRIKE

Word has been received from Tampa that a strike of factory clerks in practically all cigar factories in Tampa was begun early last week. The clerks are demanding an increase of $10.

The wrapper selectors have also demanded to be put on a piecework basis and threaten to strike also if their demands are not granted. The manufacturers are determined not to accede to the demands at the present time, but with the season fast approaching when every effort must be made to ship holiday orders, it seems likely that a compromise must be effected, and a part of the increases granted.

WIDOW OF PIERRE LORILLARD DIES

Mrs. Emily Taylor Lorillard, widow of Pierre Lorillard, passed away at her residence at Monroe, N. Y., a short time ago, leaving an estate valued at more than $1,000,000, the bulk of which goes to her son, Pierre, and her daughter, Maude L. Baring.

T. M. A. CIGAR COMMITTEE RECOMMENDS 50% REDUCTION ON ALL CLASSES OF CIGARS

N. C. L. T. A. Too Agrees to Cooperate For 50% Reduction—Elimination of 10c. Excise Tax Also to be Urged.

With Mr. Jesse A. Bloch, president of the T. M. A., presiding, the Cigar Committee of the T. M. A. has held a meeting on Wednesday, the sixteenth of this month, for the purpose of considering the tax reduction question.

Besides the cigar manufacturers present, the meeting was also attended by Mr. Jerome Waller, president of the National Cigar Leaf Tobacco Association, Mr. Henry Fisher of H. Duys & Company, Mr. Charles W. Duignan of the Stern-Mendelsohn Company, and former State Senator Joseph W. Alsop of Connecticut, who is chairman of a Committee of Tobacco Growers from Connecticut, Ohio, Pennsylvania, and Wisconsin, formed for the purpose of securing a tax reduction on cigars.

After considerable discussion, which was interestingly participated in by Mr. Fred Hirschhorn, president General Cigar Company; Mr. A. L. Sylvester, president American Cigar Company; Mr. Henry G. Wemmer, vice-president Deisel-Wemmer Company; Mr. H. L. Hirst, vice-president Bayuk Cigars, Incorporated; Mr. Julius Lichtenstein, president Consolidated Cigar Corporation; Hon. Joseph W. Alsop, Mr. Mortimer Regensburg, of E. Regensburg & Sons; Mr. George Gary, vice-president P. Lorillard Company; Mr. W. S. Paley, vice-president Congress Cigar Company, and Mr. Jerome Waller, president of the National Cigar Leaf Tobacco Association, who, after referring to the activities of the N. C. L. T. A., to secure a 33 1/3 per cent. tax reduction, assured the meeting that his association will heartily support any resolution adopted at this meeting. The following resolutions were unanimously adopted:

Resolutions for 50 Per Cent. Reduction Adopted

With a firm conviction that the clearly evident stagnation in the cigar industry can be relieved only by a substantial reduction of the still existing war tax rates which the industry is unmistakably unable to bear: And with a feeling of supreme confidence that, recognizing the justness of our plea for tax reduction, the next Congress of the United States will grant the cigar industry substantial relief from the excessive tax burdens imposed during the war, which only the then existing war emergency could have possibly justified.

And in harmony with the resolution adopted at the last convention of the Tobacco Merchants Association of the United States held on May 14th and 15th, 1925, at Washington, D. C., the Cigar Committee of this association, at a meeting held this sixteenth day of September, 1925, has adopted the following resolutions.

Resolved that an earnest appeal be and hereby is made to the next Congress of the United States for a reduction of 50 per cent. of the respective tax rates on the various classes or types of cigars, as well as for the complete elimination of the manufacturers' special excise tax levied since the war, it being our genuine belief that the present needs of the cigar industry can best be met by a uniform reduction of 50 per cent. of the respective tax rates upon all grades or types of cigars, thus providing the same degree of relief in respect to all classes without discrimination and without changing their present relative positions.

In submitting this appeal, we most respectfully urge that this measure of relief ought to be granted by Congress not alone because the time is ripe for the lightening of all tax burdens imposed during the war, but because, both, as a contribution towards the very preservation of an industry which has always formed a substantial source of revenue to the Government, but which has become alarmingly stagnant, and as an act of justice to the thousands of people engaged in it, with the enormous amount of capital invested therein, the Government can well afford to, and should in all fairness, make the comparatively small sacrifice of revenue which we ask for.

Resolved Further that we most urgently and respectfully call upon all branches of the cigar industry throughout the country for the endorsement and approval, as well as for the active support and cooperation which this tax reduction appeal to Congress fully merits, to the end that we may succeed in securing the relief to which our industry is justly entitled.

Resolved Further that a committee of seven (7) be appointed by the chair with power to direct such activities in connection with, and during the progress of, the campaign for a tax reduction, as in their judgment may be deemed wise and proper.

Campaign Committee Appointed

Following the adoption of these resolutions, the chair appointed a committee of seven, as provided for in the resolutions, consisting of: Mr. William Best, vice-president General Cigar Company; Mr. A. L. Sylvester, Mr. George H. Hummel, vice-president P. Lorillard Company; Mr. Julius Lichtenstein, Mr. H. L. Hirst, Mr. Mortimer Regensburg, and Mr. W. S. Paley.

The meeting held today marks the formal inauguration of the T. M. A. campaign for a tax reduction on cigars, though, as may be readily understood, a great deal of preparatory and preliminary work had already been done.

The decision reached at this conference to appeal for a uniform reduction of 50 per cent. upon all classes or types of cigars without changing the existing classifications cannot but be met with the universal approval of the cigar trade throughout the country.

Under this proposal, Class A would go to $2, that is $1 below the old pre-war tax rate. This, however, is not asking too much, for before the war all cigars were taxed at $3, whereas under the proposed schedule, while Class A would bear only a $2 tax, and B the old pre-war rate of $3, C would be taxed at $4.50, D at $6, and E at $7.50 per thousand. Thus while on approximately 43 per cent. of the cigar business the Government would get $1 less than the pre-war rates, and on about 18 per cent. the tax would be equal to the pre-war rate, the remaining 39 per cent. of the cigar business would be taxed at from $4.50 to $7.50 per thousand.

The average tax today is approximately $6.35 per thousand, whereas under a 50 per cent. reduction the average tax would be about $3.17 per thousand, that is a fraction above the pre-war rates.

Thus while the aggregate revenue would go back to the pre-war basis it would leave the present relative positions of the various classes unchanged, thereby averting a serious disruption in business, which would inevitably follow any change in the existing classifications, and perhaps also the ultimate extinction of some of the existing brands which, needless to say, are of great value. Under this plan all classes of cigars

EDITORIAL COMMENT

EVER since we have been the head of a household we have had the threat of "no coal" waved above our heads every few years. We recall that when we started burning coal we paid about $4 a ton for the pea size and received 2240 pounds. Now, we would have to pay upwards of $11 for the same size if we burned it, and would get only 2000 pounds.

Slowly, but surely these periodic quarrels between the operators and miners are driving the public that can afford it, to other methods of heating their homes. And with these changes less coal is being burned and fewer miners are being needed.

So long as heating with coal remained the cheapest method, most people who could afford a more expensive system continued to burn coal with its attendant drudgery for the sake of the economy. But when coal costs as much or more than other fuels that will produce the same amount of heat, then the public thinks seriously of investing in some other type of heater. And one of these days the miners will be able to strike twelve months in the year without any great inconvenience to the public.

Just as the miners' strikes are timed to cause the public the greatest inconvenience, so it is with the workers in the cigar factories in Tampa.

A standing headline for any tobacco trade journal could read, "Strike Threatened in Tampa." And naturally these threats always make their appearance at the beginning of a busy season.

The cigar industry has been pleading for the past two years, and longer, for a reduction in revenue taxes on cigars. If, and when, such a reduction is granted, what good will it do the manufacturer if labor is going to point a gun at his head and take it away from him?

The wealth necessary to meet demands for increased wages can only be created by greater and more profitable production. It is of no advantage to the workman if he forces a higher wage scale from a manufacturer or group of manufacturers who are not earning the profits to pay it with.

It is hastening the day when there will be fewer manufacturers, and fewer cigar factories in which employment may be had.

But there is one favor which labor is continually conferring on all manufacturing industries when it strikes. It stirs inventive genius to produce machines that will not strike, and it hastens the manufacturer to install such equipment.

We acknowledge the necessity for labor and capital to co-operate, and so long as there is co-operation there are mutual advantages and benefits.

A strike is an artificial method of securing a result and it never has and never will permanently obstruct progress.

J. O. DAVIS RETURNS

J. O. Davis, of Bayuk Cigars, Incorporated, has returned from a short vacation spent at Atlantic City.

ABOUT the middle of this month representatives of the cigar industry will meet in Washington for a hearing before the Ways and Means Committee for the purpose of influencing favorable consideration of the proposition to reduce cigar taxation.

The success of this campaign for lower cigar taxes is in the hands of the industry and its allied branches. Regardless of the merit of the arguments for a reduction in taxes it is essential that Congress be satisfied that the entire cigar industry wants it.

We are in receipt of copies of letters that have been sent to various representatives in Congress by members of the cigar industry. Most of them leave no room for doubt that the present cigar taxes are a burden and that before there can be real prosperity in the industry there must be some relief.

It is needless to point out that cigar production has not been thriving these past few years, and the report recently issued for the past fiscal year shows that while the taxes collected from the tobacco industry greatly increased, the revenue collected from cigar production dropped nearly $2,000,000.

The farmer, the leaf man, and the suppliers to the cigar industry generally, have heard but one cry from their customers, "You must get your prices down. The public is demanding a better and cheaper cigar and we must have your help to cut the corners."

The manufacturers themselves have studied and applied every possible economy. They have introduced every known mechanical device practical for efficient cigar manufacturing purposes.

Now it is time for the Government to make its contribution, and every member interested in the prosperity of the cigar business should waste no time in writing his Congressman soliciting his support in this campaign for tax reduction.

BLOCH RE-ELECTED PRESIDENT OF T. M. A.

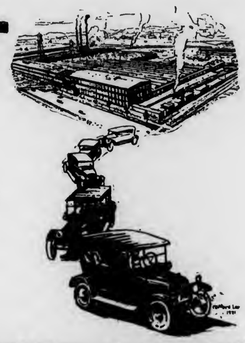
At a meeting of the Board of Directors of the Tobacco Merchants Association of the United States, Jesse A. Bloch was re-elected president for another term.

All the officers and directors were also re-elected, it being the general opinion that it was best to hold the organization intact in its present form at this time.

DUKE DISPOSES OF A. T. CO. HOLDINGS

According to the *Wall Street Journal*, James B. Duke, founder of the American Tobacco Company, has completely disposed of his stockholdings in the company. At the time of the dissolution of the company fifteen years ago, Mr. Duke was one of three largest stockholders, but his stock has since been completely absorbed on the open market.

DETROIT



Many Salesmen In Town With Samples For Holiday Trade—Campaign Opens On "Tom Moore"—Miss Brenaman Returns From Successful Fishing Trip.

Detroit, Mich., September 25, 1925.

DETROIT'S summer days and vacations are over and most every one is getting back into the old daily routine of business. Our weather of late hasn't been just what we would have liked, had we had the ordering of same, however, what's the use of kicking, we have to take the bitter with the sweet. But all in all, business during the last few weeks has shown a decided improvement. Many dealers have been running special sales on various cigars, pipes and novelties, which has been a great business stimulator during the dull summer months. The financial and trade journals have been spreading the good news of a great business revival and the good times propaganda is doing its part to help all lines of business.

For the past two weeks Dynamic Detroit has been overrun with out-of-town salesmen showing their holiday lines and many more are reported on the way. As usual, Mr. Retailer is looking forward to a big holiday trade and no doubt competition will be keen on the large orders. Customers do a lot of shopping nowadays, since so many jobbers go out after the holiday business from the large firms and quote prices which practically eliminates the retailer. So our retailers are living in hopes.

Last week saw the opening of the campaign on "Tom Moore" cigars in Detroit, and they are distributed on this market by the Charles F. Becker Company. The "Tom Moore" cigar, is a Detroit product, manufactured by the Kleiner Cigar Company, and from all reports it will soon be a factor in this market. This cigar is enjoying a big sale in many of our western cities at the present time.

The sale on "Roi-Tan" and "Chancellor" cigars has been showing marked improvement in the Detroit district, the local distributor John T. Woodhouse & Company, reports both of these brands as growing more popular with the smokers every day. The sales force assisted by the factory representatives have been doing some very effective work, and many attractive billboards on "Roi-Tan" cigars, are now being shown throughout the city.

Tom Monroe, formerly vice-president of the Speitz Cigar Company, Detroit, Mich., has resigned from the above company to accept a position with the Webster Cigar Company, and at the present time is confining his efforts to promotion work on the "Webster" cigars in the city of Detroit.

Bill Lakin, general representative for Waitt & Bond, Newark, N. J., manufacturers of "Blackstone" cigars, has been rusticating in the city for several weeks, in the interest of "Blackstone" cigars. Bill reports the business on his brand to be in a very healthy condition and that his cigar is showing a very fine increase in all sections of the country.

Miss Lillian Brenaman, the popular bookkeeper of Howes-Shoemaker Company, has returned from her vacation which was spent at Hubbard Lake. As usual, the fair ones always have ideal times on the lakes of northern Michigan. The sailing parties, bathing parties and fishing trips are great, and many very interesting things happen that are interesting to the folks at home. Miss Lillian tells of catching some wonderful looking fish during her sojourn. One day she hooked a big one; it towed the boat several miles around the lake; it was terribly exciting; at first she thought she had a whale. However, it turned out to be a whale of a pike. It is said to be the largest one landed in that part of the state this season, especially by the fair sex. The firm and members of the sales staff have decided to send Miss Lillian on a fishing trip next season, provided she tells them the kind of fish she used for bait.

H. A. Bercu, representing Hargraft & Sons, "Ben Wade Pipes," and Gradiaz, Annis & Company, Tampa, Fla., called on the trade here last week and reported business as being very satisfactory all along the route covered.

Colonel D. H. Moulsdale, salesmanager of Sanchez & Haya, Tampa, Fla., and general representative for Factory No. 1, gave us the once-over this week. The Colonel was looking his best, feeling fine and dandy, saying business was never better.

R. I. "Bob" Ellis, representing Schwab, Davis & Company, Tampa, Fla., manufacturers of "Pancho Arango" cigars, worked the trade here last week. "Bob" says he is meeting with great success in all sections of the country and that he is placing the "Pancho Arango" cigars with all the leading dealers in the large cities.

Frank Horning, general manager of the Schwab Cigar Company, Dayton, Ohio, who has been sojourning for the past ten days at Union Lake, as a guest of his old sidekick, Claude E. Howell, has returned to his duties in the Cash Register City. From all reports it was an ideal vacation, the fishing was fine, the bathing, both inside and out was damp.

Emil Popper, of E. Popper & Company, Incorporated, manufacturers of "Popper's Ace," and many

(Continued on Page 16)

5c Cigars now being made at a Profit

THE sale of 5c cigars is steadily increasing and it is only a question of time when more of them will be made and sold than all other priced large cigars put together.

The problem of how to produce a good nickel cigar profitably, has been a puzzling one to Cigar manufacturers. The adoption of labor saving machinery has gone far toward solving the question—and in this direction, the **Model L Universal Scrap Bunching Machine** has fully proved its efficiency.

THIS MACHINE IS NOW IN USE IN UNION AS WELL AS OPEN SHOPS. Large factories as well as small, are operating them. One of the largest scrap cigar manufacturers in the country has purchased sixty of them.

A trial of this machine in your factory, under your own operating conditions, will convince you of its efficiency and money-saving features.

Let us prove to you the economy of the machine as compared to hand labor. Better bunches and at a much lower cost of production.

The Model L Universal Scrap Bunching MACHINE

$850 Complete F. O. B. Newark, N. J.

HERE'S HOW THE MODEL L SCRAP BUNCHING MACHINE WILL HELP YOU SOLVE THE PROBLEM OF ECONOMICALLY MANUFACTURING 5¢ CIGARS.

1. Bunches are made on it at a labor cost of from 75¢ to $1.00 a thousand.

2. It produces 400 to 450 bunches an hour.

3. It makes uniform free smoking bunches.

4. It works any size scrap up to 1½".

5. Any size or shape Cigar can be made on the same machine.

6. Right and left-hand bunches are made on the same machine.

CAN BE PURCHASED ON TIME TERMS WITH SIX MONTHS TO COMPLETE PAYMENT.

Universal Tobacco Machine Co.

116 West 32nd Street, New York, U. S. A.

PORTO RICAN GROWING IN POPULARITY

According to statistics, Porto Rican cigars and tobacco are steadily gaining in popularity among the smokers in the United States.

According to the report for the fiscal year, ending June 30, 1925, there was an increase of a little more than 33 per cent. in the number of Porto Rican cigars imported this year over last, and the imports of Porto Rican leaf tobacco is also increasing steadily due to the educational efforts of the Porto Rican Tobacco Guarantee Agency, with headquarters at 136 Water Street, New York City, and under the very able management of L. A. Capestany, agent.

The agency states that: "It has been found that this tropical, rich, yet mild and fragrant leaf makes a more general—and more effective appeal—to smokers than any other imported tobacco."

"Some of the most successful cigars of the present time have Porto Rican filler in whole or in part."

JOSEPH GALLAGHER NOW VICE-PRESIDENT OF EISENLOHR BROS.

At a meeting of the Board of Directors of Otto Eisenlohr and Bros., Joseph F. Gallagher, formerly associated with the firm of Allen R. Cressman's Sons, was elected to vice-presidency in the company and also made a member of the board of directors to fill the vacancy made by the death of Ben R. Lichty, a short time ago.

Mr. Gallagher has had over twenty years' experience in the cigar industry and his acquisition by the Eisenlohr Company is expected by the trade at large to be highly beneficial to the company.

Mr. Gallagher will also act in the capacity of general sales manager.

WIFE OF S. L. JOHNS DIES

Mrs. Samuel L. Johns, wife of Samuel L. Johns, of McSherrystown, Pa., dropped dead at her home in that borough on Thursday, September 24. Mrs. Johns was about sixty-four years of age. She is survived by her husband, who at one time was one of the largest cigar manufacturers in that section of the country, and who built Blue Gables, one of the famous show place residences of Adams County.

THIEF TAKES 543 PENNIES

A sum of money, including 543 pennies, was taken from the cigar store of Frank Streit, 4671 Frankford Avenue, Frankford, last night.

About 5.30 A. M. a colored man entered the all-night restaurant of Dominick Salfi, 4542 Ditman Street, and asked the latter for bills in exchange for some pennies. He turned over 543 pennies to Salfi and took $3.25 in exchange, saying he would come back for the rest, Salfi told police, who are seeking the man.

FIRE DESTROYS TOBACCO CROP

Lancaster, September 20, 1925.

A family feud, started eight years ago over a dog, is believed responsible for a fire which swept the farm of Howard Sandoe, near New Holland, this county, early today. State police are tonight closing in on a man, who, members of the Sandoe family believe, will be able to tell something about the origin of the blaze.

The belief was expressed tonight that the arrest of the person responsible for the fire today also will solve several other fires of a mysterious origin.

The loss on the Sandoe farm will be heavy. Late Saturday workmen housed the last of a bumper tobacco crop. Other season's crops were burned.

CLASS C SHOWS INCREASE FOR AUGUST

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of August, 1925, and are issued by the bureau. (Figures for August, 1925, are subject to revision until published in the annual report.)

Products.		*August, 1924.*	*August, 1925*
Cigars (large)			
Class A	No.	234,144,022	225,278,558
Class B	No.	123,877,518	100,445,160
Class C	No.	203,348,728	215,682,053
Class D	No.	10,103,252	13,292,673
Class E	No.	2,153,457	2,733,595
Total		573,626,977	557,432,039
Cigars (small)	No.	46,842,200	35,915,800
Cigarettes (large)	No.	970,365	930,913
Cigarettes (small)	No.	6,315,640,670	6,983,026,833
Snuff, manufact'd	Lbs.	2,751,952	2,932,647
Tobacco, manufact'd.	Lbs.	32,206,741	32,425,349

Note.—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of August:

Products.		*August, 1924.*	*August, 1925*
Cigars (large)			
Class A	No.	9,291,045	13,364,415
Class B	No.	1,773,100	1,147,875
Class C	No.	5,036,520	4,643,550
Class D	No.	5,000	11,175
Total		16,105,665	19,167,015
Cigars (small)	No.	1,000,000	1,000,000
Cigarettes (large)	No.	2,500,000	406,400
Cigarettes (small)	No.	81,000	82,000

Tax-paid products from the Philippine Islands for the month of August.

Products.		*August, 1924.*	*August, 1925*
Cigars (large)			
Class A	No.	16,561,323	21,069,352
Class B	No.	319,110	235,445
Class C	No.	132,124	157,237
Class D	No.	.....	310
Class E	No.	8,100	70
Total		17,020,657	21,462,414
Cigarettes (large)	No.	.....	300
Cigarettes (small)	No.	32,800	143,160
Tobacco, manufact'd.	Lbs.	15	132

Note.—Quantities of tax-paid products shown in above statement are indicated by stamp sales reported for the month.

TAX SMOKING IN PUBLIC

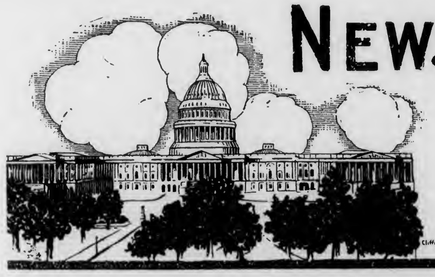
Mexico City.

A new decree has been enacted in the State of Tabasco imposing a tax on all persons who smoke in public or appear in public in an intoxicated condition.

The police will demand evidence of the payment of this tax from any one found intoxicated or smoking in the streets. The revenues thus collected will be applied to combat the locust plague.

For All-in-all High Class
Cigar Container Service—
Full Satisfaction, and
100% Efficient—

PACK YOUR CIGARS IN
SPANISH CEDAR BOXES!



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

New Parcel Post Agreement With Cuba Delayed.

THE proposed new parcel post agreement with Cuba, due to become effective October 1st, will be delayed in its operation because the Post Office Department has found it to be impracticable to conclude the necessary negotiations. The hope is expressed that the agreement will be effected at any early date.

The proposed new parcel post convention will provide for an increase in the present weight limit of four pounds six ounces to eleven pounds, such arrangement to be effective for fourteen months only, pending the repeal of certain United States statutes which prohibit the importation into the United States by mail or parcel post of cigars and cigarettes in quantities less than 3000 in a single package.

Tobacco growers and manufacturers of North and South Carolina, Virginia, Kentucky, Florida and Connecticut have for a long time been fighting the ratification of the proposed agreement and have thus far been successful. Members of the North Carolina delegation in Congress have been very active, joining with others in keeping the law as it is. They see in the proposed change opportunities for the cigar and cigarette manufacturers of Cuba to capture a considerable amount of retail trade to the detriment of American manufacturers and dealers in like commodities.

It is quite probable that the postal authorities here will recommend to Congress that the postal laws be amended to the end that the Cubans will have easier access to United States cigar markets. It is not believed, however, that these officials are really hopeful for the success of such an undertaking in view of what has happened in the past.

Depreciation May Be Claimed on Patents In Filing Income Tax Returns

Manufacturers and others in the tobacco industry who hold patents on their products or on equipment used in their manufacture may claim depreciation of the value of such patents in making their income returns, according to a decision of the Solicitor of Internal Revenue.

Cases are before the Bureau of Internal Revenue involving depreciation claims on patents acquired prior to March 1, 1913. In his decision, the solicitor points out that when the income tax law of 1913 was enacted, patents had a value as of that date, which represented part of the taxpayers' capital. As time went on, shortening the life of the patent, its value became less and the taxpayers' capital, in so far as it was represented by the patent, diminished. It is only after deductions for such depreciation are made that taxable income is discoverable, the solicitor held.

The opinion holds that the regulations of the bureau covering this form of depreciation, which differs from depreciation of property in that the former is lessened value from passage of time and the latter is lessened value from use, should be followed. These regulations provide that in computing a depreciation allowance in the case of a patent, the capital sum to be replaced is the cost of the patent, or, if acquired prior to March 1, 1913, its fair value as of that date. It is held also that the failure of the taxpayer to claim such a deduction in making his original return does not constitute the exercise of an election or option, and does not preclude the claiming of such deduction later.

Second Investigation Ordered for Alleged Tobacco Company Agreement

A second investigation of the alleged boycotting of co-operative associations by the American Tobacco Company and the British-American Tobacco Company, recently the subject of a tentative-examiners' report in which it was declared that some officers of one of the tobacco associations had organized a corporation which took large profits from re-drying tobacco, as a result of protests by the National Council of Co-operative Associations.

The original investigation was undertaken in compliance with a resolution introduced at the last session of Congress by Senator Ernst, of Kentucky. No statement of findings will be made by the commission, pending the submission of a report to the Senate.

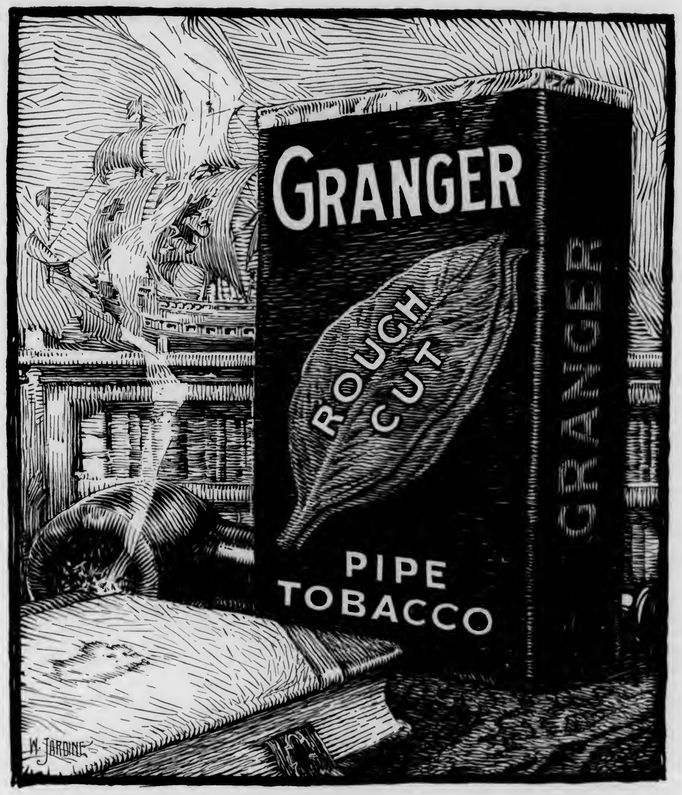
Federal Trade Commission Dismisses Complaint Against Chattanooga Dealers

Dismissal of the charges of attempting to fix uniform resale prices against Trigg, Dobbs & Company, Stagmaier & Company, Trotter Brothers & Company, the Merchants Grocery Company, Fox Brothers Company, Handly-Meek Company, Chaney-Scott Cigar Company, Inc., D. R. Weill Company, and the Kelly Cigar & Tobacco Company, all wholesale tobacco dealers of Chattanooga, Tenn. has been ordered by the Federal Trade Commission.

The case is dismissed without prejudice to future action by the commission should the practices complained of or similar practices be resumed by the respondents.

Foreign Trade Conference Postponed

The foreign trade conference which was to have been held in Washington under the auspices of the Department of Commerce on October 1, and to which representatives of the tobacco industry were to have been invited, has been postponed, owing to the fact that several other important gatherings are to be held in



Packed in heavy foil instead of costly tins hence **10¢**

The most remarkable tobacco ever offered to pipe smokers — in quality, in value, in taste

Back *about* 1870, James N. Wellman developed a secret tobacco process which won instant and widespread favor. *It yielded a fuller-bodied richness, mildness and fragrance* which just seemed to "go" with a pipe. No one else ever knew his secret until we acquired "Wellman's Method" and by its means made *"Granger Rough Cut"*

Granger Rough Cut

LIGGETT & MYERS TOBACCO CO

News from Congress

(*Continued from Page 12*)

Washington on that date, with which the meeting would conflict. A new date for the conference will be set later by department officials.

The conference was planned for the purpose of bringing into closer contact officials of the Bureau of Foreign and Domestic Commerce and business men and organizations interested in foreign trade. Various problems which have perplexed American industry for some time were to have been taken up, together with methods for bringing about closer co-operation between the Government and business.

Meeting of Public Utility Officers Called to Discuss Control of Motor Truck Freight Lines

Control of freight-carrying motor truck lines will be discussed at a meeting of public utility officials from all the states, to be held in Washington October 13-17. The adoption of this method of shipment by manufacturers and distributors in the tobacco and other industries, it is declared, has resulted in the number of trucks multiplying so rapidly as to be a serious cause of congestion upon the highways.

It is probable that the meeting will decide to call upon Congress for legislation controlling truck lines in interstate business. It is pointed out that the individual states cannot control such lines, under a decision rendered by the United States Supreme Court last spring, yet it is considered necessary that some limitation be placed upon their number. In some sections, it is asserted, these lines threaten to monopolize the highways.

Representatives of the larger railroads will be present at the meeting and will discuss the establishment of truck lines by rail carriers as "feeders," and in competition with independent lines, which are diverting a large volume of traffic from the railroads.

Western Railroads Fight Decrease in Rates

Western railroads are attempting to take advantage of the "fair return" clause of the transportation act to head off any decreases in freight rates which may be ordered by the Interstate Commerce Commission as a result of its investigations under the Hoch-Smith resolution of the last Congress, it is charged by Representative Hoch, of Kansas, one of the authors of the measure.

Under the application of the western carriers, asking for a five per cent. increase in rates throughout the West and South, the tobacco and other industries would be heavily penalized, it is declared by traffic men who have studied the railroads' proposals. It is claimed by the carriers that they are not making the five and three quarter per cent. return fixed by the commission, and that that body has no option but to increase rates.

The Interstate Commerce Commission does not guarantee that any road shall make a return of 5¾ per cent., it is declared by Representative Hoch. The question of whether the roads are making a fair return is but one of the questions the commission has to consider in making rates, he declared, in commenting upon the case.

"Whether receiving a fair return or not," he asserted, "the commission has no power to effect anything but 'just and reasonable rates.' The very section which deals with fair return to the railroads, is based solely, by its very terms, upon the power of the commission to put in just and reasonable rates. Just and reasonable to whom? To the railroads alone? Are the rights of the shippers and general public of no moment in determining what are just and reasonable rates?

"The plain fact, known to everyone in touch with the developments, is that the application of the Western railroads for increases at this time was purely a countermove to head off possible decreases under the resolution of Congress which provides for a scientific readjustment of the freight structure and under which the commission is now acting."

THE DAY OF NARROW MARGINS

The day of large profits is past in most business operations. We have come to the time when success requires a man or a manager to figure closely.

The retail merchant can no longer expect to sell goods at such a mark-up as will enable him to make money while doing only a little business.

The manufacturer or the contractor no longer finds it possible under any ordinary circumstances to net a big profit on a single deal.

Occasional large profits there will be for some few men who happen to speculate fortunately, but the rule of business today is small profits and quick returns.

Failure to get enough small profits will mean failure of the business. Attempts to get large profits are sure to mean loss of patronage.

Competition is so keen that there will always be someone ready to do business on a narrow margin, and if others are willing to depend on small margin and rapid turnover, you will have to adjust yourself to that condition. You cannot ask larger profits than competitors ask—not and get the business.

Even if there lacked that competition that would hold you to a narrow margin of profit, there is sufficient interest in profits nowadays to cause the public to scrutinize every man's business affairs with a critical eye.

In brief, there is so much light upon business methods now that a man cannot get away with large profits. You will have to make up your mind to accept the rule of the narrow margin.

(*All rights reserved.*)

"MARCELLO" AGAIN ON THE MARKET

Dusel, Goodloe & Company, well known distributors of North Seventh Street, are planning to place the once-popular "Marcello" cigar on the market again. This brand was the property of Duncan and Moorhead, but was acquired by Dusel, Goodloe & Company, some time ago together with the other assets of the old firm. The cigar is being made in ten popular shapes and is, of course, clear Havana, and made in Tampa.

BAYUK DIVIDEND

Bayuk Cigars, Incorporated, declared the regular quarterly dividends of 1¾ per cent. on the first preferred, 1¾ per cent. on convertible second preferred and 2 per cent. on the 8 per cent. second preferred stocks.

A remarkable record . . .

. . . of a remarkable tobacco

THIRTY-THREE per cent more Porto Rican cigars were imported by the tobacco trade of the United States during the fiscal year 1925 than in the previous twelve-month period. The recent Porto Rican harvest of leaf tobacco is practically sold out.

Merit is beating a path for Porto Rican cigars and tobacco. There is a very decided trend toward Porto Rican cigars and tobacco in this country.

Manufacturers, jobbers and dealers will profit by serving the demand of smokers for Porto Rican cigars, or cigars containing Porto Rican tobacco.

We can tell you more about Porto Rican cigars and tobacco. Write for information.

To protect buyers of Porto Rican tobacco the Government requires the affixing of a Government Guarantee Stamp to every box of cigars and every bale or barrel of tobacco leaving Porto Rico. Look for these stamps.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
136 Water Street, New York
L. A. CAPESTANY, Agent

CIGAR COMMITTEE RECOMMENDS 50 PER CENT. REDUCTION

(*Continued from Page 6*)

would be subject to an equal degree of the benefits and advantages which must necessarily follow.

Refund for Stock on Hand Also to be Demanded

It will be of interest to the trade to know that, according to the precedents established by the Government on previous occasions when taxes were reduced, proper refunds should be made for stock on hand upon such reduction going into effect.

Thus by the Act of 1883 reducing cigars, cigarettes and tobacco a full drawback was allowed. Similarly by the Act of 1890 reducing the tax on tobacco and snuff a rebate was allowed. Also by the Act of 1901 reducing taxes on cigars, tobacco, and snuff a drawback was allowed.

Accordingly we shall, of course, insist that any tax reduction which Congress may grant us should be coupled with a provision that refunds be allowed for all stamped cigars, whether in the hands of manufacturers, jobbers, or retailers.

Tobacco Farmers to Take Leading Part for Tax Reduction

What is particularly gratifying is the announcement made at the meeting that the leaf tobacco growers of Connecticut, Ohio, Pennsylvania and Wisconsin have formed a committee, headed by former State Senator Joseph W. Alsop, to lead this movement for a tax reduction on cigars. The farmer's appeal is always irresistible, and his demand for a tax reduction as the only means in sight for relief from the depression which he is suffering, as a result of the present conditions in the cigar business, will constitute a force which cannot be overestimated.

Cooperation of Trade Essential

However, we must not assume that we can get the desired relief without a vigorous campaign. For, besides the public clamor for a maximum reduction of income taxes, other industries will undoubtedly submit similar tax reduction demands, so that we must be prepared to press our claim with all the vigor and energy at the command of the trade.

Thus, with grateful acknowledgment of the pressing influence and power which the tobacco farmers' committee, headed by Mr. Alsop, will present, the T. M. A. is ready, from now on, to carry on a systematic and vigorous campaign and use every proper means at its disposal for the promotion of our cause.

We are more than confident that the trade will hold itself in readiness to respond promptly and wholeheartedly to the calls which we shall issue, from time to time, during the progress of this campaign, for such support and cooperation as may be proper, needful, and essential in the advancement of the interest of the cigar industry.

At the present moment we urgently ask every recipient of this to write us a word of endorsement and approval of our action. Letters of that character will add incalculable strength to this movement. So please do not delay writing us. This is not asking too much when we are endeavoring to save the industry 50 per cent. of its tax burdens.

Respectfully yours,

CHARLES DUSHKIND,
Managing Director.

DETROIT NEWS

(Continued from Page 9)

other private brands, was a visitor here last week. Mr. Popper was on a little tour of inspection and was visiting the principal cities of the country.

H. R. Tumey, the window artist of Liggett & Myers Tobacco Company, is with us for a six weeks stay to paint novelty signs advertising "Fatima" and "Chesterfield" cigarettes. George Silverlake had the artist in charge last week, and they were securing some excellent locations in the downtown section of the city.

Leo F. Weiss, of Schwab Brothers & Baer, New York City, N. Y., called on the trade here last week. Leo reports conditions as being very good with him all along the route covered.

William Siegel, of A. Siegel & Sons, New York, N. Y., worked the trade here this week.

Jacob Mazer, of the Mazer-Cressman Cigar Company, accompanied by his sons, Bob and Bill, has returned from a visit to New York City, Philadelphia and Atlantic City.

Jack Anderson, western representative for Celestino Vega & Company, Tampa, Fla., manufacturers of the famous "La Venga," "A real Havana Cigar," worked the leading retailers and clubs here last week. Jack reports the business on "La Venga" cigars to be extremely good in all sections of the country.

Fred Charles, of the Charles Cigar Company, Red Lion, Pa., made the rounds of the trade here this week. Fred reports the demand for good five-cent cigars to be increasing in all sections of the country.

Claude E. Turner, general representative for Marcelino Perez & Company, Tampa, Fla., manufacturers of the famous "Redencion," "Tuval" and "Count Ponchartrain" cigars, was with us for a few days last week, booking up the holiday orders.

Robert E. Breder, of Arguelles, Lopez & Brother, Incorporated, Tampa, Fla., manufacturers of "Tadema," "Infinito" and "Lord Byron" cigars, called on the trade here last week.

A. H. Gregg, of Faber, Coe & Gregg, New York, N. Y., stopped off in Detroit last week for a few days. Mr. Gregg is making a tour of inspection of his company's stands in the principal cities of the country.

Frank Lopez, of Garcia & Vega, Tampa and New York, worked the trade here last week, booking many nice holiday orders. Frank said he was looking forward to a big holiday trade and that he had already sent in some nice fat orders.

Sam Adler, the speed king and western representative for E. Popper & Company, Incorporated, New York, N. Y., is rusticating in our midst at the present time. Sam is all pepped up, saying business is fine and that he is winding up a banner year.

Eddy Marlin, of "La Mega" fame (V. Guerra Diaz & Company, manufacturers of clear Havana cigars, Tampa, Fla.), was in the city last week calling on his many accounts. Eddy's brands enjoy a splendid sale in all sections where same are on sale.

Yours truly,

Mike of Detroit

UNITED STATES CIVIL SERVICE EXAMINATION

The United States Civil Service Commission announces the following open competitive examination:

ASSISTANT CHIEF WAREHOUSE EXAMINER

(Tobacco Standardization, $3800.)

WAREHOUSE EXAMINER, $3000.

ASSISTANT WAREHOUSE EXAMINER, $2400.

(Grain, Wool, Cotton and Tobacco.)

Receipt of applications for these positions will close October 27. The examinations are to fill vacancies in the Bureau of Agricultural Economics, Department of Agriculture, for duty in Washington, D. C., and in the field.

After the probational period of six months required by the civil service act and rules, advancement in pay may be made without change in assignment up to $5000 a year, for assistant chief warehouse examiner; up to $3600 a year for warehouse examiner, and up to $3000 a year for assistant warehouse examiner. Promotion from grade to grade and to higher grades may be made in accordance with the civil service rules.

The duties of assistant chief warehouse examiner are to direct and to conduct investigations relating to commercial grading of tobacco, to inspecting and sampling tobacco with a view to determining its condition, grade, and value, to warehousing of tobacco and other agricultural products; supervise the work of warehouse inspectors; take part in the administration of the United States Warehouse Act; address public meetings; and to conduct educational campaigns relating to the act, and proper grading of tobacco.

The duties of a warehouse examiner are to conduct investigations relating to the warehousing of agricultural products, to inspect such warehouses, to supervise the work of warehouse inspectors, to take part in the administration of the United States Warehouse Act, to address public meetings, and to conduct educational campaigns relating to the act. In the course of inspecting warehouses appointees will be required to analyze financial statements, and the ability to make thorough analyses and to prepare clear and concise reports is essential.

The duties of an assistant warehouse examiner are to inspect warehouses to determine their suitability for the storage of agricultural products, particularly grain, cotton, wool, tobacco, potatoes, peanuts, broomcorn, dried fruit, dried beans, and syrups; to determine capacities of warehouses and amounts of stocks therein; and to perform miscellaneous duties in connection with the administration of the United States Warehouse Act, including the preparation of reports and the handling of correspondence. In the inspection of warehouses it is necessary to analyze financial statements and to prepare clear and concise reports.

Competitors will not be required to report for examination at any place, but will be rated on their education and experience, and a thesis or discussion to be filed with the application.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the board of U. S. civil service examiners at the post office or customhouse in any city.

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE
Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."
Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO
MANUFACTURERS OF
NICHE CIGAR BOXES
CEDAR SAW TRIM PLANING MILLS
LABELS, RIBBONS, COLOR MAKERS SUPPLIES ESTABLISHED 1875.
TEL. 4270 LEXINGTON
637-641 EAST 17 ST.
NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO.,
Third and Lock Streets, Cincinnati, Ohio.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

OIL STATE:—44,355. For cigars. September 3, 1925. Le Roy Traband, Guthrie, Okla.

SIXTY-FORTY:—44,356. For all tobacco products. August 19, 1925. John Wittmeyer, Chicago, Ill.

HOTEL BARLUM:—44,357. For cigars, cigarettes and tobacco. September 9, 1925. Bert Johnson, Detroit, Mich.

FEDERAL HIGHWAY:—44,358. For cigars and cigarettes. September 14, 1925. White City Cigar Co., Attica, Ind.

TRIO BOROUGH:—44,362. For cigars, cigarettes and tobacco. August 26, 1925. American Exchange Cigar Co., New York, N. Y.

TRANSFERS

VINDICATOR:—44,361. For all tobacco products. Registered September 8, 1925, by the American Box Supply Co., Detroit, Mich. (The trade-mark, though apparently not heretofore registered in any of our Affiliated Bureaus is claimed to have been acquired by the registrant by a transfer from The American Tobacco Co., November 13, 1922.)

APMAT:—34,452 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered December 23, 1907, by F. R. Knight Cigar Co., Tampa, Fla. Transferred to Maximo Grahn & Son, Tampa, Fla. Re-transferred to C. R. O. Quinn, Atlanta, Ga., and re-transferred to Maximo Grahn & Son, Tampa, Fla.

FLOR DE ROLANDA:—24,660 (Trade-Mark Record). For cigars. Registered May 16, 1901, by Geo. Schlegel, New York, N. Y. Through mesne transfers acquired by Carrie D. Villar, New York, N. Y., and re-transferred to Jose Villar, Inc., New York, N. Y., September 9, 1925.

EL PROSITO:—31,163 (Tobacco World). For cigars. Registered September 14, 1915, by the Carroll Cigar Co., Manchester, Md. Through mesne transfers acquired by E. C. De Putron, York, Pa., and re-transferred to Roesch Bros., Pottstown, Pa., May 22, 1925.

TOBACCO LEADING ARTICLE OF EXPORT

Tobacco furnished one of the leading articles of export through the Port of Hampton Roads during the first six months of 1925, according to figures which have just been presented to the public by the Virginia State Chamber of Commerce. These figures were compiled this year for the first time in history by the Hampton Roads Maritime Exchange.

Argentine led all of the South American countries with purchases of 48,255 pounds of bright flue-cured tobacco and 10,301 pounds of dark fired Kentucky tobacco. The Canal Zone imported 38,692 thousand cigarettes, 16,679 pounds of plug tobacco and 6122 pounds of smoking tobacco.

Chile imported 31,638 pounds of bright flue-cured tobacco, Colombia 5022 pounds of the same kind of weed and Nicaragua and Uruguay together imported 1754 pounds of bright flue cured tobacco.

In the future through the Virginia State Chamber of Commerce a semi-annual statement on exports through Hampton Roads will be issued after compilation by the Hampton Roads Maritime Exchange.

CHOSEN TOBACCO CROP INCREASED

The first estimate for the 1925 crop of tobacco in Chosen, according to a report received in the Department of Agriculture, from Consul R. S. Miller, quoting the *Official Gazette*, places the area cultivated at 37,360 acres, compared with 29,340 acres in 1924. The production is forecast at 27,465,252 pounds, an increase of 13.4 per cent. over the amount collected in 1924 which amounted to 24,221,050 pounds.

The average yield per acre in 1924 was 826 pounds and showed an increase of 97.8 pounds over the preceding year. The increased production, the consul states, was due both to an increased demand for the Chosen variety, which led to an enlarging of the area devoted to its cultivation, and to weather conditions, which increased the production per acre, and incidentally produced an inferior quality of some species.

The four varieties cultivated are, in the order of importance, Chosen, Yellow, Japanese and Turkish. The Chosen variety amounts to about 63 per cent. of the total crop, the yellow 20 per cent., and the Japanese 16 per cent., while Turkish is unimportant. The Seoul branch office of the Tobacco Monopoly Bureau accounted for 50 per cent. of the Chosen variety of tobacco collected in 1924, which proved to be 31 per cent. of the total tobacco production of the country.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
A box all working smokers like a good cigar.
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE — NEW YORK
CHICAGO JERSEY CITY KANSAS CITY NEW ORLEANS SAN FRANCISCO

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

Good Cigars

CAN A "GOOD" CIGAR BE BAD?

SOMEONE has said that a good cigar is the kind that sells.

We all know that he is right.

THE BAD CIGAR NEVER SELLS FOR VERY LONG!

Even looking at the proposition to give the bad cigar the best of it, we find that a bad cigar is good for a little time only, and then—

IT IS GOOD FOR NOTHING!

IN FACT, IT IS WORSE THAN GOOD FOR NOTHING!

The bad cigar will not only fail to sell, but it will earn for the seller a reputation that will eventually drive him out of business.

STICK TO GOOD CIGARS! IT PAYS!

C. A. Bond.

AFTER ALL

Nothing Satisfies Like

a Cigar That Sells

MANILA CIGAR FACTORIES

CIGAR manufacturing has been going on at Manila for more than a hundred years.

Since 1882 the business has been in the hands of private individuals.

From that time several Manila factories have grown from a small beginning to great business organizations with reputations the world over for making excellent cigars.

Other factories started after the opening of the United States market in 1909 also have built up an enviable trade on good merchandise.

Manila cigars made of Philippine Tobacco, mild, free-burning, by skilled Filipino workers, are appreciated wherever a sweet, cool smoke at a moderate price is in demand.

There is a difference, however, in Manila factories. Some are better than others. Some earnestly are trying to stabilize their brands in the United States. Others have been selling one brand today and another tomorrow.

Staple cigars, made of tobacco carefully selected and aged, cost more than the kind that come today and go tomorrow.

Staple cigars are the kind that sell!

A Manila Line If in doubt about a Manila Brand, or if you wish any information, write or wire to

THE MANILA AD AGENCY

15 WILLIAM STREET - NEW YORK

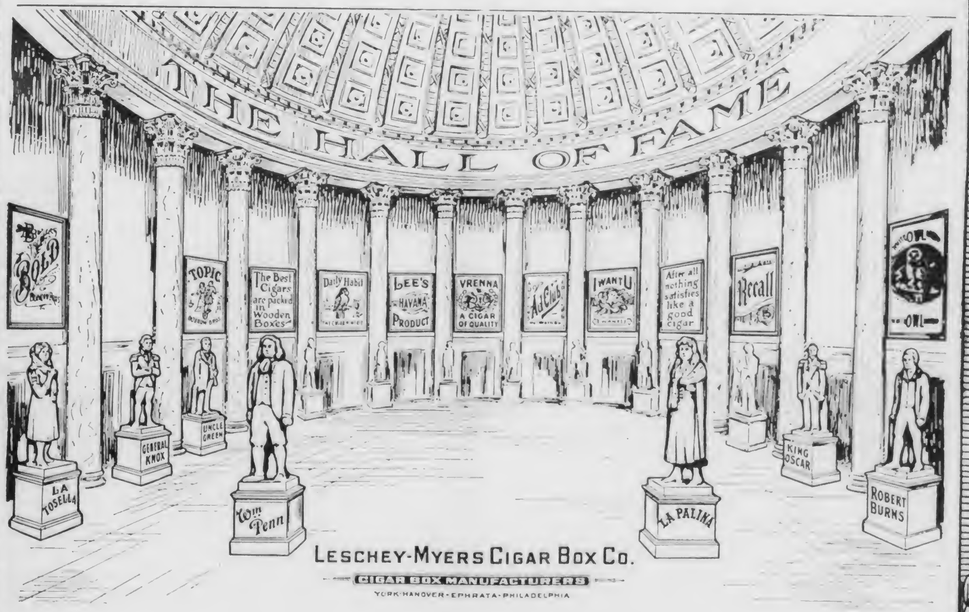
OCTOBER 15, 1925

VOLUME 45 No. 20

LIBRARY RECEIVED

THE TOBACCO WORLD

After all nothing satisfies like a good cigar



PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Wooden Cigar Boxes Speed Up Sales

THE wooden box is the *only* container for cigars that encourages and enables the smoker to make prompt selection for shape, size and colors. No time wasted, no cigars made unsaleable by handling.

He *sees* what he *buys*. He *buys* what he *sees*.

In the dealer's case, on his counter and in his window "wooden boxes" are silent salesmen always showing the merchandise immediately, attractively, and conveniently.

Read these Six Reasons Why Wooden Cigars Boxes Are Better

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

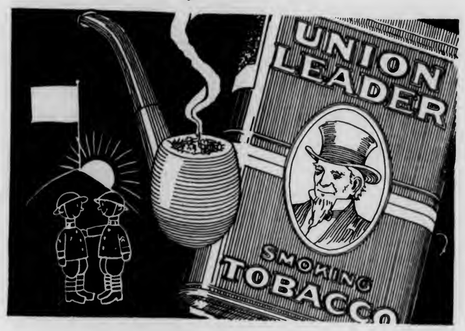
4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes



Buddies

There's no secret formula, no patented process for making Union Leader Smoking Tobacco. Others, in fact, have approximated it, and produced pipe rations almost as famously good. But those brands sell for at least 5 cents more. Union Leader costs but a dime a tin.

UNION LEADER
SMOKING TOBACCO
The best in the Union . . . *In the pocket tin* **10¢**

© 1925, P. Lorillard Co.

LA PALINA
CIGAR

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.
After all nothing satisfies like a good cigar

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CIGAR

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ESTABLISHED 1893
MANUFACTURERS OF
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AND
CIGAR BOX
LUMBER
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GOLD LEAF WORK

"BEST OF THE BEST"
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The Tobacco World
Established 1881

VOLUME 45 OCTOBER 15, 1925 No. 20

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Volume 45

THE TOBACCO WORLD

Number 19

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, OCTOBER 15, 1925 Foreign $3.50

JAMES B. DUKE DIES

James B. Duke, well-known tobacco manufacturer and founder of the American Tobacco Company, died at his home at six o'clock in the evening on Saturday, October 10th. Mr. Duke had been confined to his home for several weeks following a nervous and physical breakdown.

In one of his last statements, Mr. Duke stated that his various business interests would be carried on without interruption, as they had been placed in very good hands. He had not taken an active part in the conduct of his business for several years, although he was a frequent visitor to his offices and kept in close touch with all business matters.

He was born near Durham, N. C., in 1856, and was educated in the schools of that district. He became connected with the tobacco industry shortly after the Civil War, when his father established the plant that was the nucleus of the American Tobacco Co.

The active management of his father's business was turned over to Mr. Duke when he was eighteen years of age, and a few years later, in 1890, he formed the American Tobacco Co.

When the company was dissolved in 1911 by the Government as a monopoly, Mr. Duke became chairman of the board of the British-American Tobacco Co.

He kept in close touch with the producers of tobacco and always insisted that they be paid enough for their crops to insure a living for them, regardless of market conditions at the time of purchase, and he was also interested in the manufacture of cheap fertilizers for the benefit of the farmer, and at the time of his death was heavily interested in a process for obtaining phosphate from rock by the use of electricity.

Private funeral services were held on Monday at his East Seventy-eighth Street home and interment was in Durham, N. C., on Tuesday.

Only relatives and close friends attended the brief services. Benjamin N. Duke, an elder brother, was ill in his home a few blocks away and was unable to attend the services.

Following the services, accompanied by a cortege of sixty automobiles, the bronze casket was borne to the Pennsylvania Station, where it was placed on board a special seven-car train, which was in charge of G. G. Allen, president of the British-American Tobacco Co.

THIEVES GET $100 FROM STORE

Late Monday night thieves gained entrance to the cigar store at the corner of Broad Street and Columbia Avenue, through a trapdoor reached by entering the new subway excavation, blew open the safe and escaped with $100.

PRIZE WINNERS IN BAYUK "200 WORD LETTER" CONTEST ANNOUNCED

The closing of the salesman's contest recently inaugurated by Bayuk Cigars, Inc., of Philadelphia, has been announced and the final selection of the winners made.

The contest started on June 15th and closed on August 31st, being heartily supported by both jobbers' and dealers' salesmen throughout the country.

The Jobbers' Salesmen Contest offered 118 cash prizes, consisting of a first prize of $100, a second prize of $50, a third prize of $25, fifteen prizes of $5 each, and a series of $2 prizes.

This contest was launched coincident with the big Bayuk advertising campaign in *The Saturday Evening Post* and *Elk's Magazine*. The conditions of the contest were for any salesman to write a letter of not more than 200 words recounting his most successful experience or best selling stunt, idea or both, built around their "Ripe Tobacco" slogan, upon which the advertising campaign was based.

A contest for retailers and clerks, similar to the jobbers' salesmen contest, was also inaugurated at the same time.

It's quite a task to say all we would like to say in 200 words on any selling stunt, yet, to their credit, the cigar fellows got away with it in great shape, proving conclusively that when it comes to selling and sales ideas it is a hard proposition to beat a cigar salesman.

The first three prize winners are as follows:

Jobbers' Salesmen Contest

First Prize—B. M. Pentz, with Donovan & Bressler, Williamsport, Pa.

Second Prize—E. M. Leaman, with Washington Tobacco Co., Washington, D. C.

Third Prize—H. F. Scoville, with Klauber-Wagenheim Co., Los Angeles, Cal.

The fifteen (15) subsequent prize winners are as follows:

G. G. Fulmer, with Burton & Nevins, Hot Springs, Ark.

Bert Smiley, with Wagner Cigar Co., Peoria, Ill.

A. Friedman, with Scranton Tobacco Co., Scranton, Pa.

Jos. Kolodny, with Jersey City Tobacco Co., Jersey City, N. J.

W. L. Young, with Klauber-Wagenheim Co., Los Angeles, Cal.

Wm. C. Romstedt, with Brink-Dolan Cigar Co., Kansas City, Mo.

F. F. Vance, with Klauber-Wagenheim Co., Los Angeles, Cal.

(*Continued on Page 15*)

TAMPA

Strike of Cigarmakers Averted —"Champ Clark" Cigars "Years Ahead"—Tampa Factories Busy on Holiday Orders

Tampa, Fla., October 10, 1925.

YOUR representative has recently visited the factory of Gradiaz, Annis & Co., Inc., now located in the factory formerly occupied by F. Lozano Son & Co. They are working eight rolling machines and producing the "Standard Five" and "Ruy Lopez" petite coronas on them. This company is enjoying a heavy demand for these two brands, and they attribute part of their success to the fine workmanship which these eight units are producing. They have placed orders for additional machines.

It may interest your readers to know that they are also working six Model L Universal machines producing the ten-cent size of "Ruy Lopez" and are rolling it by hand.

I find that J. B. Annis is in Chicago and his correspondence gives ample proof that he is securing some splendid orders in that territory.

Following a meeting on October 2d of the cigarmakers, a demand for a 25 per cent. increase was made to the manufacturers, and an answer was demanded by October 9th. On October 8th the manufacturers met and offered a straight increase of 10 per cent. on all sizes, and at a later meeting of the cigarmakers, when this was voted upon, the cigarmakers decided to accept it. The vote was 6000 for and 100 against, so that it now looks as though there will be no interruption in the production of Tampa-made cigars for the holiday trade.

Differences between the cigar manufacturers and the clerks have been amicably settled and the clerks returned to work last week. The wages of all clerks were increased from $3 to $5 a week.

During the strike period, although it was of short duration, the manufacturers were inconvenienced by lack of experienced and competent clerks, but practically all factories reported that they had been able to maintain the usual service. All factories not members of the Cigar Manufacturers' Association made separate and satisfactory agreements with their clerks.

I visited the Hava-Tampa Cigar Co. factory today and found them very busy and away behind on orders.

B. C. Snyder, the American Machine and Foundry Company, of Brooklyn, southern representative, who has been in the hospital here on account of illness, for some time, has returned to the north to recuperate, and W. H. Thiebolt has been sent here to represent the company.

D. A. Leonard, of the American Machine and Foundry Company, who has been in charge of the mechanical end here, has been placed in full charge of the mechanical end of the business for the entire Southern territory.

I visited Ramon Alvarez & Company today, and I found them very busy, in fact, so busy that wherever they could find a place for a cigarmaker, they had one placed. They have just recently finished installing a number of new Model L Universal Bunch Scrap Machines, made necessary by the greatly increased business, and are working these machines overtime trying to catch up with orders, but so far orders come in faster than the increased production. They are now considering the installation of Colwell longfiller bunch machines to increase production on their filler goods. They have just recently placed their line with Fuller-Morrison Company, of Chicago, and P. M. Jacoy, of Spokane, Washington. This concern has always enjoyed a very fine business on the "Ramon Alvarez" and "Tampa Commercial" brands.

The slogan of the Garcia Havana Co., on "Champ Clarks" is, "Years Ahead," and if one can judge from the push that is put behind the several factories making "Champ Clarks" to get the production out they truly must be "years ahead," in size, quality and attractiveness to the smoker, judging from the rapid increase and headway this cigar has made since their beginning here in Tampa, less than three years ago. It does not take a prophet to predict that before long "Champ Clarks" will be known as one of the great national selling brands.

Messrs. E. S. Thompson and J. C. Edenburn, the solid and substantial sales managers, when asked to what they attributed the remarkable success of the "Champ Clark" cigars, for which they are undoubtedly responsible, very modestly advised to the quality of the merchandise, of course, plus the reason that "Champ Clarks" undoubtedly possess that most remarkable quality of being natural born sellers.

All of the several factories are considerably behind on orders, and it seems almost impossible for them to even begin to keep up on their principal ten-cent straight size, the "Senator." Many telegrams are continuously received from jobbers urging immediate shipment, and from observation I note that most of the production is going forward via express, if one can judge what a jobber can do with "Champ Clarks" by noting the remarkable business at the factories, certainly a jobber who has or who is able to get the ex-

(*Continued on Page 16*)

EDITORIAL COMMENT

THE Tobacco Industry will view with sincere regret the passing of James B. Duke, one of the most prominent figures that the industry has ever known, and it is doubtful if ever again such a figure as Mr. Duke will arise in the tobacco industry.

Only a year after the creation of a tremendous fund of forty million dollars, his death puts into operation the disbursement of this great trust.

Mr. Duke probably realized that all wealth comes from the soil, and the profits which have accrued to him in the tobacco industry, and other enterprises in which he has been engaged, would be of benefit to civilization if this wealth could again be made active and productive.

While Mr. Duke in his later years gradually severed his connection with the tobacco industry he, nevertheless was looked upon as an international figure in that field.

Mr. Duke's history in connection with the tobacco industry has had many repetitions, on a smaller scale, in later years, and the disposition of his wealth points a moral and adorns a tale for those who come after him.

REPORT ON INVESTIGATION OF AMERICAN TOBACCO COMPANY AND BRITISH-AMERICAN READY SOON

The long delayed report of the Federal Trade Commission upon its investigation of allegations that the American Tobacco Company and the Imperial Tobacco Company of England were conspiring against the tobacco growers' co-operative associations will soon be transmitted to President Coolidge. Unless something unforeseen happens the work still remaining to be done on the report will be completed soon after the return to Washington of Harry A. Babcock, a member of the Commission's staff.

Mr. Babcock, who is attached to the New York office of the Commission, was recently sent to the tobacco country to examine into all allegations made by B. F. McLeod, brother of the Governor of South Carolina, to the effect that he had been informed by an employee of one of the big tobacco companies of efforts that were being made or in prospect to wipe out the co-operatives.

Representatives of the tobacco growers' associations had recently complained to the Federal Trade Commission that the report which it had then before it was unfair and badly biased. They were very critical of the investigator who made the report, charging that he had failed to carry out the requirements of the resolution sponsored by Senator Ernst, of Kentucky, and passed by the Senate February 9, and had devoted too much of his attention to the activities of the co-operatives.

This particular matter is of the utmost importance to the co-operative movement in the United States and has led to officials of other like organizations, including Aaron Sapiro, the father of the co-operative movement, to interest themselves in the matter. The report to which they have raised objections shows the Tri-State Tobacco Growers' Co-operative Association in rather a bad light, because of the interest of some of its officers in a redrying establishment, and the action of the association in bringing about the redrying of a large part of their tobacco in face of the opposition of tobacco buyers to purchasing tobacco in that form.

Representatives of the co-operatives have sought to have this information suppressed, but attaches of the Federal Trade Commission have held that it is the crux of the whole controversy, the co-operatives claiming that the big companies will not buy from them because of their desire to crush them; the companies claiming the right to buy the kind of tobacco they want, in the form they desire, and from whom and when they please. Naturally, they deny the charges against them.

Under the terms of the Ernst resolution, the report should have been submitted to President Coolidge on or before July 1. It was ready before that date but late in June, having knowledge of what was in part contained therein, representatives of the co-operatives sought and obtained a public hearing before the Commission. At that time they protested against the retention in the report of the material dealing with the activities of the officers of the Tri-State with respect to the redrying plants, at the same time declaring they were in possession of additional data to prove the allegations that the big companies were discriminating against the co-operatives and were resorting to various methods to kill the movement. They claimed further that it was the buying companies and not themselves that were under investigation.

At a subsequent meeting with the Commission, these tobacco officials repeated their charges of unfairness towards the co-operatives and were insistent that the Commission send into the tobacco territory someone who has not had anything to do with the controversy up to this time. The Commission was loath to go further but in a desire to give the co-operatives a full opportunity to present all the information in their possession, it was agreed that testimony be taken as to the allegations of Mr. McLeod.

Mr. McLeod was invited to come to Washington but he declined because of this being a busy time for him in connection with his cotton-growing interests and so Mr. Babcock was selected. He was directed to go over the matter with Mr. McLeod in South Carolina and with such others as had a direct knowledge thereof. Mr. Babcock is to put his findings in the form of a report for the consideration of the Commission and if that report does not develop something very unusual, the Commission will move to close the matter and send the report to the President.

This is one of the investigations concerning which the Federal Trade Commission asked President Coolidge to secure from the attorney general an opinion as

(*Continued on Page 9*)

PHILADELPHIA.

ROBY MACHINE CO. OPENS OFFICE

The Roby Cigar Machinery Company has opened an office at 121 N. Third Street, under the management of Wm. Fox, Eastern representative for the firm, and the Roby machines are now being demonstrated there. Two of the machines have been installed in a Philadelphia factory and reports are that they are up to expectations in every way. H. L. Roby, accompanied by C. E. Fowler, was a visitor here during the opening of the offices.

SCHLOSS BROS. TO DISSOLVE PARTNERSHIP

Last week it was announced that arrangements had been made for the dissolution of the partnership of the well known leaf tobacco firm of Schloss Bros., of 153 South Third Street. Si. Schloss has purchased the interest of his brother Abe and will continue the business under the firm name of S. J. Schloss & Co., effective November 1st.

TRADE NOTES

Dusel, Goodloe and Company, North Seventh Street jobbers, report business good, and "Blackstone" and "Natural Bloom" going unusually well in this territory. Clear Havana goods are also moving in good volume.

Their first shipment of "Marcello" clear Havana cigars has been disposed of without any effort on their part, retailers from many different parts of the city ordering these goods without any solicitation just as soon as they heard a supply had been received.

Moe Rosenstein, representative for A. & S. Hartman, leaf tobacco packers, of Hartford, Conn., passed away suddenly on Tuesday, September 29th, while enjoying a friendly game of cards with friends. He was sixty-eight years old. Funeral services were held on Friday, October 2d.

On October 1st ground was broken for the new Bayuk Cigars factory building at Ninth Street and Columbia Avenue. It is anticipated that work on this new building will progress rapidly, and when finished it will be one of the most modern cigar factories in existence.

Indications point to slightly increased activity in the leaf market during the past two weeks, as many of the smaller cigar factories are now working on goods for the holiday trade, the general opinion among the manufacturers being that the holiday business is going to be excellent this year.

Practically all the cigar stores in the city that have radio equipment tuned in on the world series games during the past week and every one of them attracted a small crowd, which listened in for the scores, and incidentally made a few purchases.

Elvin Hirst, of the advertising department of Bayuk Cigars, Inc., has returned after spending his honeymoon touring the New England states.

Jesse Heineman and Jules Jacobs, of Heineman Bros., of Baltimore, were recent visitors among the Philadelphia trade in the interest of their brand, "El Principal."

The Holt Cigar Co., 16 South Broad Street, has taken on the "Hoyo de Cuba" cigar, manufactured by San Martin & Leon, of Tampa.

A. Joseph Newman, sales manager for Bayuk Cigars, Inc., is away on a trip to the Pacific Coast in the interest of Bayuk products. He will be gone several weeks.

Howard F. Pent, president of the Coraza Cigar Co., manufacturers of the "Marshall Field," paid a visit to the New York leaf market last week.

Important alterations are being made in the show windows of the United Cigar Store at the corner of Eighth and Market Streets, but business is being carried on as usual while the work is being done.

Jack Langsdorf and E. P. Russell, of Roig & Langsdorf, Inc., were visitors to the New York leaf market last week.

Mr. Hill, of the I. Lewis Cigar Co., visited the trade in Philadelphia yesterday in the interest of "John Ruskin."

REPORT ON INVESTIGATION READY SOON

(*Continued From Page 7*)

to its authority under the law to proceed with it. Unlike the case of the investigation of production, distribution, transportation and sale of flour and bread, ordered by the Senate under the La Follette resolution, and upon which all work has been stopped pending the receipt of the attorney general's opinion, the Commission went ahead with the tobacco probe for reasons best known to itself.

C. L. L.

FRED GRIFFIN RESIGNS FROM CONN. ASSN.

Fred B. Griffin, general manager of the Connecticut Valley Tobacco Association, has been forced to resign from that office at the request of fourteen of the twenty-one directors of the association. Mr. Griffin has been manager of the association for the past three years and was one of the prime movers in the organization of the association. W. S. Fuller, Mr. Griffin's assistant, has assumed the duties of the general manager temporarily. No appointment of a successor to Mr. Griffin has been made.

MANAGER OF UNITED STATIONERY DEPT. IS KILLED

Richard F. Kelly, manager of the stationery department, for the United Cigar Stores Company, was killed in an automobile accident on September 30th.

He was returning from Little Falls, N. J., when the car was overturned near Cedar Grove. The driver and two other occupants of the car escaped without injury, but Mr. Kelly was killed.

Funeral services were held from his late home in Montclair, N. J., on Friday, October 3d. He was twenty-nine years of age.

BROTHER OF FRED HIRSCHHORN PASSES AWAY

Charles Hirshon, brother of Fred Hirschhorn, president of the General Cigar Company, passed away at his home suddenly last Thursday night. Mr. Hirshon's death was a great shock to his many friends and relatives, as he had been down to his office during the day and seemed in unusually good health. Death was caused by a clot of blood which formed near the heart. He was sixty-three years of age. Funeral services were held Sunday morning.

CARREON SAILS FOR SPAIN

Colonel Carreon, head of the La Insular Cigar and Cigarette Factory, Manila, left New York on the "Leviathan" October 3, for Europe. He remained only a few days in New York before sailing. In the meantime, his able representative, Mr. Van Hoven, remains to promote the best interests of the La Insular and the La Yebana Factories.

HAVANA CONSIDERING STANDARDIZATION

Advices from Havana are to the effect that the manufacturers there are considering the request of the cigarmakers that the production of standard sizes and shapes of cigars be limited and that a standard wage scale be fixed for those working on each class of cigar.

Mr. Caro, of A. Santaella and Co. ("Optimo") was a visitor here last week.

PRICES ON IMPORTED TO BE HIGHER

It is reported that cigar manufacturers in Havana have announced their intention of raising their prices on November 1st. This action is necessary on account of the increases in cost of production due to the 10 per cent. increase given the cigarmakers a short time ago. It is their intention to keep prices where they are at present until holiday orders have been shipped. But if shipment is delayed until after November 1st, the new price will be effective.

F. W. HARWOOD, JR., DIES

Frank W. Harwood, Jr., son of Frank W. Harwood, vice-president and advertising director for the American Tobacco Company, died in the hospital at Easton, Pa., on September 28th, following an operation for appendicitis. The boy had just left his home on the Monday before his death to attend Blair Academy. Funeral services were held from the home of his parents in Bronxville, N. Y.

DENICOTIZED TOBACCO

The Tobacco Products Export Corporation, of Bridgeport, Conn., have perfected a process for the denicotizing of tobacco and are now ready to receive shipments of tobacco from manufacturers, extract the nicotine and return the tobacco in good condition. They also have for sale the nicotine solutions for insecticide purposes, and tobacco flavorings.

MANAGER OF DARK POOL RESIGNS

R. E. Cooper, general manager of the Dark Tobacco Growers Cooperative Association, has resigned from his position with the association and Godfrey Morgan has been appointed by the board of directors as his successor. Mr. Cooper's resignation seems to have been brought about on account of him not receiving the unanimous support of the board.

READING CIGAR CO. FILES PETITION

The Reading Cigar Co., Inc., of Reading, Pa., has filed a voluntary petition in bankruptcy. Liabilities are stated to be $14,941 and assets $3427. John H. Bridenbaugh has been appointed referee.

KEITH LEAVES FOR SOUTH

David J. Keith, one of the directors of the allied Tobacco Exhibitors Association, is leaving New York for Tampa to visit the trade in the interest of the coming tobacco exposition, to be held next January in New York City.

W. RUBIN RETURNS TO HIS DESK

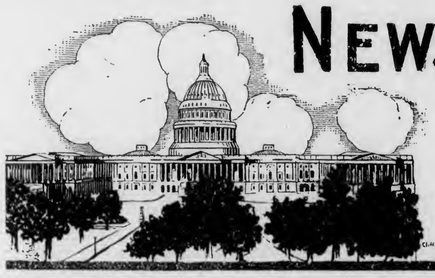
W. Rubin, a member of the Advertising Department of the General Cigar Company, of New York City, has returned to his desk after being away for about a month on account of illness.

AMERICAN CIGAR DIVIDEND

A regular quarterly dividend of $1.50 a share on the common stock of the company has been declared by the American Cigar Company, payable November 2d, to stockholders of record October 15th.

HENRY OTTENBERG A VISITOR

Henry Ottenberg, the well-known Manila cigar importer, was a recent visitor to the Philadelphia trade, while en route to Baltimore and Washington.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Congressmen Flooded With Petitions for Tax Relief

CIGAR manufacturers from all parts of the United States are making a drive upon Congress for lowered taxes on cigars. Special efforts have been centered upon the House Ways and Means Committee to which the manufacturers are sending memorials. The letters are of much the same type and members of the committee are inclined to look upon them as coming as a result of suggestions from a single source. However, they dwell upon the situation in the cigar industry seeking to show that it is being taxed beyond the point of saturation.

The letters are among the first of the petitions for tax reduction to come from industries. Exemption from income tax payments by employees of certain municipal plants, such as water works, street railways and other public utilities operated by city governments is being sought, and physicians and surgeons want exemption for certain taxes paid incident to their handling of narcotics. Automobile interests are also seeking lowered levies and to this will come the opposition growing out of competition offered by the interstate and intrastate truckers with the railroads which have a heavy overhead and who want to see the trucks pay their share of highway construction and upkeep.

Chairman Green, of the House Ways and Means Committee, will reach Washington probably tomorrow when he will get in touch with the Government tax experts and Treasury officials and discuss with them in a preliminary way the forthcoming hearings on tax revision which are scheduled to begin October 19. Already some applications have been received by Clayton F. Moore, clerk of the committee, for the setting apart of time for the presentation of testimony on subjects of interest to the applicants.

Method of Control of Tobacco Bud Worm Developed

Methods for the control of the tobacco bud worm have been developed by scientists of the Department of Agriculture following appeals made by growers in North and South Carolina and Kentucky. Following experiments these scientists have found a simple and efficient process which consists of dropping in the "bud" of each plant a mixture composed of seventy-five parts by weight of dry, sifted corn meal and one part of powdered arsenate of lead.

The tobacco bud worm is an insect which feeds on the youngest, or "bud," leaves of the tobacco plant. It is especially injurious to cigar tobacco and the holes caused by it make this type of tobacco practically worthless. Specialists say that the fondness of the bud worm for this corn meal mixture is remarkable. Even exhausted worms after a hot journey to the laboratory in a tight tin box will immediately burrow into a pinch of the mixture. The cost of the field application is about sixty-five cents per acre and from four to eight applications are usually made. Without this treatment, it is said, every plant would be infested, but with the treatment 98 per cent. of the worms are killed, the injury being practically negligible.

Reorganization of Virginia and Carolina Pool Will Not Be Undertaken

The National Council of Farmers' Co-operative Marketing Associations is not to undertake a reorganization of the tobacco pool in Virginia and the Carolinas, it was announced here today in the denial of press reports that it would supervise a secret campaign to split the tri-state pool into several local associations.

In a statement explaining the situation the Council declared that the tobacco growers themselves have planned to obtain a larger membership by using an improved contract. It added that it endorses the plan in the belief that it will bring great benefits to the growers in the Virginia belt. The Tri-State Tobacco Growers' Co-operative Association is the organization which has taken exception to the report of the Federal Trade Commission based upon the investigation of the latter into allegations that it and other co-operatives were being hampered in organization work by the American Tobacco Company, and the Imperial Tobacco Company, of England. Its opposition to the report grows out of the references therein to its scheme for the redrying of tobacco which comes to it for marketing.

The council declared that the organization of a "belt" pool for dark tobacco was a concession to the enthusiasm of the Virginians who claim to see an opportunity to increase their control of the crop from the present 52 per cent. status to at least 75 per cent. without waiting for members in North and South Carolina to act likewise. Organization of a local pool which will later be federated into the Tri-State pool, it added, was seen as the only legal and practical way to permit the Virginia belt to conduct its renewal campaign in advance of the rest of the territory.

Keen Interest Shown in Following Up Protests Now Before Board of Appraisers

The tobacco industry will follow with interest the action of the United States Court of Customs Appeals in dealing with protests against the assessment of collectors under the so-called flexible tariff provisions of the tariff law, which are expected to come before the court next spring. A number of protests against assessments under these provisions are now before the United States Board of General Appraisers and will

be heard during the fall term, which has just opened. It is expected that many of the board's decisions in these cases will be appealed, in order that both the Government and importers may secure the benefit of precedents which will be set by the Court of Customs Appeals.

The flexible provisions of the law have been the subject of controversy and discontent ever since they were enacted. They provide for retaliatory duties, prevention of dumping, etc., and operate through the United States Tariff Commission, which makes investigations and reports its findings to the President. The activities of the commission have been marked by dissension between the members in many cases, and its reports have not universally met with approval.

Revenue Bill To Be Given First Consideration At Next Congress

Revenue legislation will be given the right of way in the next Congress, in an effort to pass a tax bill in time to permit taxpayers to take advantage of the lower rates in preparing their returns of incomes for 1925.

The House Ways and Means Committee begins its deliberations on October 19, and will spend ten days in hearing various interests. October 24 will be devoted to hearing the testimony of representatives of the tobacco industry, those scheduled to appear including Charles Dushkind, general manager of the Tobacco Merchants' Association; William L. Crounse, of the National Cigar Leaf Association, and Leopold Powell, of Leopold Powell Company. The committee will endeavor to have a bill ready for introduction in the House immediately after the opening of the session.

Little other business will be taken up in the House while the revenue bill is before it, and Senate leaders also are preparing to give the measure their undivided attention after the finance committee presents it. It is hoped to have the bill ready for the approval of the President some time in February.

After disposing of the revenue bill, Congress will concentrate on the supply bills carrying the appropriations for the various Federal departments, and then is expected to give some consideration to plans for the consolidation of the railroads. There will be no tariff legislation unless it is absolutely forced upon Congress; Republican leaders are anxious to fight shy of tariff revision as long as possible, and express content with the more than $500,000,000 a year which is being collected under the present law, while Democratic leaders, for the present at any rate, are willing to leave the matter undisturbed.

There will be the usual deluge of bills introduced at the beginning of the session, but leaders in both houses are preparing a program which so far includes comparatively few subjects. An effort will be made to revise the bankruptcy law, as well as to bring the patent laws up to date. It is probable that postage rates may be considered, as the special joint committee which is investigating the results of the increases made last May is to report to the coming session.

Board of General Appraisers Has Over 100,000 Protests

More than 100,000 cases involving customs disputes are pending before the United States Board of General Appraisers at New York, many of which date back to imports made under the tariff act of 1913 and the emergency tariff act of 1921, it is shown by figures just made public by the Department of Justice.

Over 85,000 protests were filed by merchants during the last fiscal year, as compared with 71,000 in 1924. More than 25,000 cases were disposed of during the year. Of the total cases now pending, more than 70,000 are at the port of New York alone.

The great increase in the number of cases filed under the present tariff law is declared by the department to be due to three causes: (1) the enactment of a new tariff act with the many changes and additions to the language of the new act over previous tariff acts, together with increased duties thereunder; (2) the substantial increase in the number of dutiable items in the present act; and (3) a practically new administrative act which, in addition to the many changes it makes in the administration of the tariff law, has given greatly increased jurisdiction both to the Board of General Appraisers and to the Court of Customs Appeals.

YOUR STOCK AND YOUR TRADE

A Successful Dealer Discusses His Experiences On These Two Important Subjects

By B. C. Reber

Whenever you find a well-arranged, complete stock of merchandise in any store, it is a pretty safe bet that you will find it in charge of an aggressive, successful business man; and that is what I found when I visited the store of E. A. Krohn of San Antonio, Texas, recently.

It was seven years ago that Mr. Krohn gave up his position as a clerk in a local cigar store and went into business for himself. During those seven years, he has moved once, to his present location, and he has increased the business, adding new lines and bringing in new customers until he now has a very profitable and thriving trade.

"There are some things about a cigar store that are different from other retail establishments," Mr. Krohn stated, in speaking of his business. "When a man wants a cigar, he wants a good cigar and he isn't very particular where he buys it so long as it suits his taste. For this reason, I believe a merchant should have the front of his place fixed up in such a way that people will know he is doing business.

"Many merchants go into the overhead too deep. They pick a place that is on a prominent corner, put in a big stock, install the very best of fixtures, and expect to make lots of money. I believe that such a course must be taken very carefully. Selling cigars demands a keen knowledge of human nature and a certain ability to judge what a man wants as soon as he enters your store.

"When I moved into this location some people thought that I would lose a lot of my trade; and, to a certain extent, I did. But I also gained considerable new trade, so I am as well if not better off then in my previous location which I left on account of a change in landlords; the new man leasing the whole building.

"A man can work up a profitable trade in a little while if he is willing to give every consideration to his customers. Make them feel that this is their place and that you are glad to have them as your friends. Show them new stock as it comes in and explain how it is made, stocked, and sold. Get them interested in tobacco and you are getting them interested in your busi-

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YOUR STOCK AND YOUR TRADE

(*Continued From Page 11*)

ness. That is what you want, and as soon as you do this, your business will begin to grow.

"I always try to keep my stock as fresh as it is possible to keep it. It makes a big impression on a customer if he sees you opening up a new box or a new carton every little while. Cigars, of course, are easier to keep fresh, but the chewing tobacco will soon become stale if it isn't taken care of. I keep mine fresh by buying just enough to last me about a week. From my average sales, I determine how much I need each week and order accordingly. It is an easy matter to order and get a quick delivery if I run out; and this is better than having a lot of stale tobacco on your hands.

"Some retailers believe in buying in bigger quantities in order to get a cheaper price, but I can't see it. If you buy ten thousand cigars of one brand in order to get a lower price, you will have to get rid of that order in a short time to prevent them going stale.

"This often creates a dangerous condition. The dealer will find that his cigars are not moving as fast as they should and he will try to push them by giving a special price. The customer will wonder why he can give a low price one day and a higher price the next and the dealer will have a hard time making a satisfactory answer. Then, too, the dealer in trying to push his sales may urge them on a customer who will feel peeved and another customer is lost.

"Whenever I have any stock that is not going very well I try to work it off on the transient trade. Every merchant has a few who will drop in every few weeks and buy a cigar. They are neither dependable nor steady, so if I have anything that may run bad, I push it on these people. For my regular trade, I always give the very best that money can buy.

"With present-day delivery systems there is no reason why a merchant should be heavily stocked with merchandise; and by carrying a low stock, he has a better opportunity of increasing his turnovers. I always have a complete stock, but I do not have a large one. There is a difference between these two, and it may mean a lot in your profits."

In addition to carrying a full line of cigars, cigarettes and tobacco, Mr. Krohn also handles magazines, candies and soft drinks. His position is such that this is almost a necessity. Across the street is a large newspaper plant. From the offices various employees come over during the day for smokes or some other treat. By having more than just tobacco products, Mr. Krohn is able to cater to all of their wishes, while if he did not carry these sidelines, these customers would go on to the nearest drug store where all could buy as they wished. It is an instance where competition is met on its own ground.

Little or no advertising is done. At different times a small ad is run in one of the local dailies, but it has never shown any concrete results.

"The best kind of advertising that a retailer can have is the service he gives his customers," Mr. Krohn stated, emphatically. "By that I don't necessarily mean credit, cheap prices, or other concessions, but rather by always being friendly with them, give them the best you have, both in merchandise and courtesy. It is the only kind of advertising that will pay big dividends, and its space is very low.

"I don't believe in giving premiums and other things to draw trade. The best and most lasting kind of trade is not built up in this manner, but by the manner in which you treat your customers. If you get it noised around that you always have what is asked for, that it is fresh, and that you are a good fellow to deal with, new faces will keep coming in, and they will come back.

"Many of my customers are some of the biggest business men in the city. They will have their cars driven up to my door mornings, toot the horn, and I will take out what they always buy. I know what they like, and am always ready to serve them. Their recommendation means a lot to my business.

"I do not go after feminine trade. My experience has shown me that a woman is always looking for a bargain, and she takes up too much time for the amount she generally buys. Of course, many of my customers are young ladies who drop in for a cold drink or a bar of candy, but they are workers and do not have the time to hang around much.

"Your stock and your trade are your two big items in any business. Each is dependent upon the other, and the dealer is dependent upon both. Cater to them and they will serve you; abuse them, and you'll surely go broke!"

ACREAGE AND PRODUCTION OF NEW ENGLAND TOBACCO

A survey of tobacco in the Connecticut Valley has been made through the joint efforts of growers, packers and dealers working with the New England Crop Reporting Service. This service is maintained by Federal and State agricultural departments.

The survey shows, that the total area in all varieties of tobacco set in 1924 in New England was 40,306 acres. This is 1.6 per cent. below the record high of 40,962 acres set in 1921. But hail damage, especially heavy in broadleaf territory, entirely wiped out 2293 acres, or 5.7 per cent. of the total set. Besides this area which was entirely destroyed, extensive hail and drought damage occurred to much of the acreage harvested. This damage and the moderate average yields obtained have greatly reduced the amount of tobacco suitable for the two main grades—binders and wrappers.

Havana Seed

In 1924, Havana seed tobacco area set was 15,650 acres, compared with 16,035 a year earlier, 14,853 two years before and 12,801 acres in 1921. Insurance against hail damage is practically limited to Havana and broadleaf varieties, whose combined acreage set in 1924 was 32,630 acres. The total area of tobacco insured against hail in 1924 was 19,229 acres, or about 59 per cent. of all Havana and broadleaf set. Best available information shows that uninsured acreage of these varieties suffered hail damage in about the same measure as insured acreage.

Of the 15,218 acres of Havana harvested in 1924, it appears that 3290 acres received hail damage in varying degrees from 1 per cent. to 40 per cent. and that 1442 acres more were damaged in amounts varying upwards from 40 per cent. A total of 432 acres was entirely destroyed by hail and not harvested. Thus, the area of Havana undamaged and harvested was 10,486 acres, or 67 per cent. of the total set.

(*Continued on Page 14*)

5c Cigars now being made at a Profit

THE sale of 5c cigars is steadily increasing and it is only a question of time when more of them will be made and sold than all other priced large cigars put together.

The problem of how to produce a good nickel cigar profitably, has been a puzzling one to Cigar manufacturers. The adoption of labor saving machinery has gone far toward solving the question—and in this direction the **Model L Universal Scrap Bunching Machine** has fully proved its efficiency.

THIS MACHINE IS NOW IN USE IN UNION AS WELL AS OPEN SHOPS. Large factories as well as small, are operating them. One of the largest scrap cigar manufacturers in the country has purchased sixty of them.

A trial of this machine in your factory, under your own operating conditions, will convince you of its efficiency and money-saving features.

Let us prove to you the economy of the machine as compared to hand labor. Better bunches and at a much lower cost of production.

The Model L Universal Scrap Bunching MACHINE

$850 Complete F. O. B. Newark, N. J.

HERE'S HOW THE MODEL L SCRAP BUNCHING MACHINE WILL HELP YOU SOLVE THE PROBLEM OF ECONOMICALLY MANUFACTURING 5¢ CIGARS.

1. Bunches are made on it at a labor cost of from 75¢ to $1.00 a thousand.

2. It produces 400 to 450 bunches an hour.

3. It makes uniform free smoking bunches.

4. It works any size scrap up to 1½".

5. Any size or shape Cigar can be made on the same machine.

6. Right and left-hand bunches are made on the same machine.

CAN BE PURCHASED ON TIME TERMS WITH SIX MONTHS TO COMPLETE PAYMENT.

Universal Tobacco Machine Co.

116 West 32nd Street, New York, U. S. A.

ACREAGE AND PRODUCTION OF NEW ENGLAND TOBACCO

(*Continued From Page 12*)

Broadleaf

Of broadleaf tobacco 16,980 acres were set in 1924 compared with 13,526 the year before, 13,045 in 1922 and the record high of 18,232 in 1921. The hail storms of 1924 seemed to center in broadleaf territory and caused heavy losses. Of the 16,980 acres of this variety set, 1739 acres, or slightly over 10 per cent. were entirely wiped out by hail and not harvested. Of the 15,241 acres harvested it appears that 1931 acres received damage in varying degree from 1 to 40 per cent.; and that 4576 acres more were damaged in varying amounts from 40 per cent. upward. This leaves 8734 acres of broadleaf that was undamaged and harvested. In other words, nearly 13 per cent. of the harvested acreage had damage varying from 1 per cent. to 40 per cent.; and 30 per cent. more was damaged more than 40 per cent.

Rainfall over most of the tobacco area was acutely deficient during July and August and added its effects to the hail damage in procuring yields that were light on much of the acreage; and in lowering the quality. After the late rains fell, in many cases late set tobacco and much of the newer acreage made rapid growth and heavy yields.

Shade Tobacco

This variety had 6919 acres set in 1924 compared with 8675 a year earlier, 8045 in 1922 and 7382 in 1921. In 1917 there were 5917 acres compared with 4992 in 1916 and 3609 in 1915. Shade tobacco began to be grown about 1900 and attained commercial importance in 1902, but the acreage in 1905 was very small. From that date on, gradual increase took place, reaching the record high of 8675 acres in 1923. Acreage apparently has turned downward again in 1924 with a 21 per cent. decrease from 1923.

According to the survey, sixty-five acres of the 6919 acres of shade set were damaged by fire or other cause and not harvested. Total destruction of shade by hail was negligible, but hail and drought combined in lowering yield and quality on much of the harvested acreage.

Havana Primed

Havana acreage primed varies widely in response to changes in demand and growing conditions. A high point of 2325 acres of Havana primed was reached in 1921, but there were only 586 acres in 1924.

Round Tip

The Round Tip variety has not established itself extensively, though grown commercially the past few years by a few persons. In 1923 the area was estimated at 610 acres, but this fell to 114 in 1924.

Tobacco Yields

Judgments based on sorting up to February 10, indicate an average yield per acre, for all acreage harvested and including all the tobacco saved, of about 1360 pounds for Havana seed in 1924 and 1500 pounds for broadleaf. This would indicate a total production for Havana of 20,696,480 pounds compared with 23,571,450 in 1923 and 16,635,360 in 1922. For broadleaf it means 22,861,500 pounds compared with 20,451,312 in 1923 and 14,414,725 in 1922. Yield and production estimates for 1924 are subject to revision when more records of actual weights become available.

Due to a very unfavorable season, production in 1922 was unusually light; in 1923 yields of Havana seed and broadleaf were not far from the 1924 averages and there was but little hail damage. Lacking definite figures on percentages of these varieties going into the different grades from the 1924 crop, one can only say that hail damage reduced by roughly 40 per cent., the poundage which otherwise would have been available for binders and wrappers.

As regards the trend in average yields of Connecticut Valley tobacco over a term of years, the records available are too meager before 1922 to warrant definite conclusions. It is clear however that as shade tobacco acreage became an important part of the total, its much lower yields materially reduced the weighted average yield for all varieties. Aside from this no clear trend in the yields of the different varieties is discernible.

The July 1 Estimates of Acreage

In response to the demand for a preliminary estimate of the acreage set, the United States Department of Agriculture issues tentative acreage figures as of July 1. All concerned recognize the necessity for a high degree of accuracy in these early figures. The New England Crop Reporting Service is developing a plan to obtain necessary facts upon which to base these early figures.

Late in June, 1923 and 1924 a large number of growers throughout the tobacco region were asked to report, by varieties, their own acreage of the current year and the previous year, and similarly the acreages of other growers. Although but a few growers replied the sample figures indicated a total acreage set in 1923 within one per cent. of the revised figure of December, which was based on much more data.

In June, 1924, more growers replied and their reports combined with other data indicated an estimated total of 41,000 acres set. The survey made after harvesting was finished accounted for 38,013 acres harvested and 2293 acres entirely destroyed, making a total set accounted for of 40,306. In other words, the survey found 98.3 per cent. of the acreage as estimated July 1. Further improvement in the plan is to be made and growers can render themselves a valuable service if they will furnish the necessary reports.

Connecticut Valley Tobacco a Good Crop

Numerous reports from tobacco growers and dealers show that the Connecticut Valley this year has one of the best crops of tobacco raised in several years. This is true both as regards average yield per acre and prospective quality of the leaf and applies to each of the three main varieties—Havana seed, broadleaf, and shade grown. Havana primed and round tip are of slight importance this year.

By September 1 about 88 per cent. of each variety had gone into the barns under mostly favorably harvesting and curing conditions.

Total poundage of shade grown will be considerably less than last year because acreage is reduced at least 35 per cent. Outlook is for a somewhat larger poundage of Havana seed than last year; and considerably larger poundage of broadleaf because both acreage and average yield are larger this year.

It is true one finds many very poor crops up and down the valley, but there is prospect that, compared with last year, there will be a substantial gain in the poundage of better grades of tobacco in each main variety.

PRIZE WINNERS IN BAYUK CONTEST

(*Continued From Page 5*)

Hyman Peckarsky, with Peckarsky Bros. Co., Milwaukee, Wis.

M. Suslow, with Klauber-Wagenheim Co., Los Angeles, Cal.

Jack Murphy, with Neudecker Tobacco Co., Baltimore, Md.

Bauer Hess, with Ehrman Bros., Horn & Co., San Francisco, Cal.

F. A. Linabary, with D. Dinubilo & Co., Stockton, Cal.

E. F. Jump, with Klauber-Wagenheim Co., Los Angeles, Cal.

Wm. A. Schaeffer, with Brink-Dolan Cigar Co., Kansas City, Mo.

Myer Moskovitz, with Scranton Tobacco Co., Scranton, Pa.

Other prizes were sent to the next best 100 letters.

The judges selected for this event were Mr. J. M. Harding, of *The Saturday Evening Post;* Mr. Carl Werner, of *Tobacco Leaf;* Mr. Edward H. Davis, of the *United States Tobacco Journal,* and Mr. H. A. Lebair, of Sherman & Lebair, Inc., Advertising.

TOBACCO OUTLOOK FOR 1925

The outstanding feature of the latest tobacco estimate of the Department of Agriculture is the decrease in the production of Burley compared with last year. Based on the preliminary estimate of acreage and the condition of the crop at time of harvest the total Burley crop will amount to approximately 255 million pounds, compared with an estimated production of nearly 316 million pounds in 1924. By far the greater part of the decrease occurs in Kentucky, where 75 to 80 per cent. of the Burley crop is grown. The yield of all types in this state was sharply cut by drought, but the quality was probably improved.

Other air-cured types declined also. One sucker tobacco is estimated to produce around 27 million pounds compared with 40 million pounds last year; Green River, about 36 or 37 million pounds, compared with over 45 million pounds in 1924; Maryland leaf slightly under 20 million pounds, compared with 21 million pounds in 1924.

The dark fired group has declined about 7 per cent. from last year, on present indications. Western fire cured is estimated at 51 million pounds, compared with 57 million pounds last year. The Clarksville and Hopkinsville type, on the other hand, promises to equal last year's growth of 88 million pounds, or possibly exceed it by one or two million pounds. The prevalence of damage by house-burn in Tennessee, however, together with some firing in Kentucky, may modify this estimate. Furthermore, September rains damaged much Tennessee tobacco in the field that was ready for the knife, but helped late crops.

Henderson fire cured shows about one and a half million pounds below last year's 12 million pound crop. Virginia dark is apparently the hardest hit type of the group. The production in 1924 was 43 million pounds. Present indications for 1925 are for a production of 32 million pounds.

The production of bright flue cured tobacco of this year's crop will exceed that of 1924 by about 60 million pounds. All portions of the old and new belt show increases except Virginia, where many reporters say the leaf is heavy and coarse and the quality poor. Some of the leaf in the northern edge of the old belt will be fire cured. Reports indicate that leaf in the old belt section of North Carolina had good weight, but is curing badly.

Tobacco in the new belt district of North Carolina is about all harvested and is being sold rapidly. An unusually good crop is reported from the coastal counties.

The total production of cigar types will exceed that of 1924 by approximately 18 million pounds. No significant change is shown in the Connecticut Valley or New York. Pennsylvania shows a decrease of about two million pounds. The Miami Valley of Ohio, which last year produced about 17 million pounds, will this year produce around 30 million pounds; the Wisconsin crop is estimated at 48 million pounds, compared with 37 million in 1924.

Reports from all important cigar leaf areas indicate favorable conditions. Harvesting is practically completed in New England and Pennsylvania, with little, if any, frost damage. Unusually good conditions have prevailed in Ohio and Wisconsin, with resulting high yield and good quality.

MANUFACTURERS OF

DENICOTIZED TOBACCO

NICOTINE ALKALOID

NICOTINE SULPHATE

TOBACCO FLAVOR

TOBACCO EXPORTS CORPORATION

Bridgeport, Conn., U. S. A.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

OF THE TOBACCO WORLD, Published Semi-Monthly at Philadelphia, Penna., for October, 1, 1925.

State of Pennsylvania, } ss.
County of Philadelphia, }

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Gerald B. Hankins, who, having been duly sworn according to law, deposes and says that he is the business manager of THE TOBACCO WORLD, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations.

1. That the names and address of the publisher, editor, managing editor and business manager are:

Publisher—The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.
Editor—Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.
Managing Editor—None.
Business Manager—Gerald B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

2. That the owner is: The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.—Hobart B. Hankins, 236 Chestnut Street, Philadelphia

3. That the known bondholders, mortgagees and other security holders owning or holding one per cent. or more of the total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stocks, bonds or other securities than as so stated by him.

GERALD B HANKINS.
Business Manager

Sworn to and subscribed before me this
30th day of September, 1925
JOHN J. RUTHERFORD.
Notary Public.
My commission expires January 22, 1927.

TAMPA NEWS

(*Continued From Page 6*)

clusive distribution of this cigar can consider himself most fortunate.

Your scribe has just returned from a visit to the factory of John H. Swisher & Son, of Jacksonville, Fla., where he found fifty units working, consisting of Universal Model L Bunch Machines and American Machine and Foundry Company Turret Rolling Machine, each unit producing on an average of thirty-five hundred cigars per day of the well-known brand of "King Edward." The secret of the large sale of this brand of cigars lays in the fine workmanship and sanitary condition of the goods produced by these units.

T. C. Preston, president of the Preston Cigar Company, has just returned from a trip to New York, Chicago and Connecticut, and reports a very successful trip from a business point of view.

A. J. Colwell, of the Colwell Cigar Machine Company, of Providence, R. I., is installing the Colwell Longfiller Bunch Machines in the factory of the Cuban-American Cigar Company, of Bartow, Fla.

TAMPA

GERMAN SMOKERS ANGERED BY INTRUSION OF WOMEN

Berlin smokers are up in arms against what they say is usurpation of their smoking cars on the elevated, interurban and street railways by women.

Protests from all quarters are being launched in the press. One writer urges the organization of a smokers' society with the object of instituting a general movement against this infringement on their rights. Attention is called to the paradox that women, with a pronounced and much advertised antipathy to smoke of every description, are invariably to be found in a smoking car, enveloped in a bluish haze of tobacco smoke, while the inveterate smoker is condemned to stand outside on the platform, or which is much worse, to sacrifice the greater half of a perfectly good cigar before entering a non-smoker.

Old ladies are especially criticised for their lack of tact. They are described as easily pushing their way through the densest crush, by reason of their age, and just as readily finding a seat. But instead of being duly grateful for the courtesy shown them, they frequently remark in the loudest stage-asides, how objectionable they find smoke and always have found it, and that men are not what they used to be.

"PAP'S OLD SAYIN'"

Trouble makers in business are worse than trouble makers in social life.

Are you never bothered with men who are not connected with your business making trouble for you and for the others associated with you in your work?

If such people do not bother you, there may be those in your own group, in your own business family, who are always mixing in with something that does not concern them, and stirring up trouble.

In "Pap's Old Sayin'," one of the homely poems of James Whitcomb Riley, there is told by a small boy the practice of his father who had made a by-word of a command he began to use at table.

"Then he'd allus lose his temper
Spite o' fate and jerk his head
And slam down his case-knife vicious'
Whilse he glared around and said—
'Shet up, and eat yer vittels!' "

If the men and women of business would give closer attention to their own affairs and talk less about the faults and mistakes of others, there would be a better feeling between different business enterprises and within all business concerns.

"Settin' round the dinner-table,
Talkin' 'bout our friends, perhaps,
Er abusin' of our neighbors,
I kin hear them words o' Pap's—
'Shet up and eat yer vittels!' "

That old sayin' of Pap's is a text worthy of a business sermon, but its meaning is so clear and the point so obvious that when you get the text you get the whole idea and it isn't necessary to go on with the sermon.

The next time you hear someone of the trouble making sort harping on things of no concern of his, crabbing only for the sake of crabbing, with the sole effect of setting others by the ears, you might be justified in quoting to him that last line of that Riley poem.

(All rights reserved.)

CO-RECEIVER APPOINTED FOR SOUTHERN CIGAR FACTORY

In order to properly safeguard the interests of the creditors of the Southern Cigar Factory, Inc., of New Orleans, La., the court has appointed Jesse M. Falk, president of the J. M. Falk Company and the Mercantile Leaf Tobacco Company, of Chicago, as co-receiver of the company together with Jacob Estes, the present vice-president of the company.

This action was taken after a thorough and careful investigation of the affairs of the Southern Cigar Factory, Inc., and although it was found that the company was not insolvent, it was decided that this action was necessary in order to best protect the interests of the company and its creditors.

The receivers have been placed under a $10,000 bond and of course can do nothing except under the strict orders and constant supervision of the court.

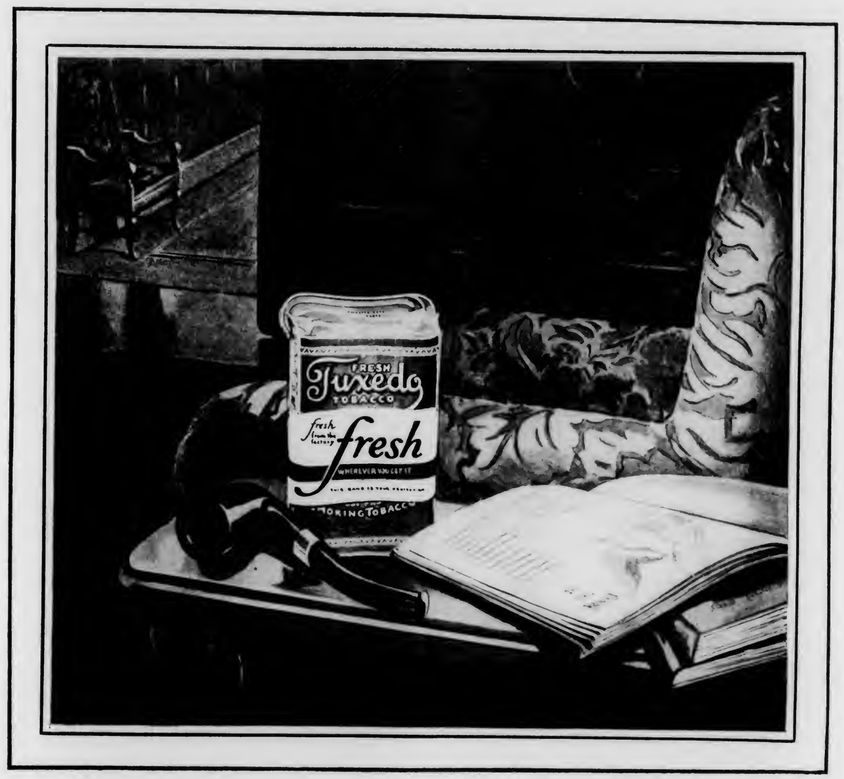
It is expected that the company will show a substantial improvement within the next few months due to the expected increase in the cigar business at this time.

"LOS ANGELES" LEADS

A survey of the cigar market of the Spokane Territory, State of Washington, issued by the Review-Chronicle National Advertising Bureau, shows that "Los Angeles," a Manila cigar from the Germinal factory imported by Woolley & Co., is by far the leading five-cent cigar of that territory.

MORRIS BECOMES MISSIONARY

David Franklin Morris, tobacco agent for the Philippine Government, has a call to be a missionary for Manila cigars in the Far West. Those who know Mr. Morris best state that he is a great "exhorter." His work during the past two months among the jobbers and dealers of the Pacific Coast has stirred up much interest in Manila cigars and has turned many fat orders into the hands of the importers.



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demand made possible the price

FRESH Tuxedo TOBACCO NOW 12¢

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BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

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MANUFACTURERS OF
HIGH GRADE CIGAR BOXES
CEDAR SAW AND PLANING MILLS
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F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

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PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO.,
Third and Lock Streets, Cincinnati, Ohio.

CIGAR BOXES

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BLENOWN:—44,363. For all tobacco products. September 18, 1925. Daniel Frank Co., Boston, Mass.

CITADEL:—44,364. For all tobacco products. September 23, 1925. American Litho. Co., New York, N. Y. (By permission of the General Cigar Co., New York, N. Y., successors to Lichtenstein Bros. & Co., New York, who registered the trade-mark "Citadel" on November 22, 1886.)

ANOROC:—44,365. For cigars. September 23, 1925. Rosebro-Meyer Corp., New York, N. Y.

BABY ANOROC:—44,366. For cigars. September 23, 1925. Rosebro-Meyer Corp., New York, N. Y.

CAT and DOG:—44,367. For all tobacco products. September 21, 1925. C. A. & A. C. Didier, Fort Wayne, Ind.

SOID:—44,368. For cigars, cigarettes and tobacco. September 23, 1925. Martin Diaz & Co., Brooklyn, N. Y.

MARTIN DIAZ & CO.:—44,369. For cigars, cigarettes and tobacco. September 24, 1925. Martin Diaz & Co., Brooklyn, N. Y.

DROTARI:—44,371. For all tobacco products. October 1, 1925. Moehle Litho. Co., Inc., Brooklyn, N. Y.

DAFKAN:—44,372. For all tobacco products. September 30, 1925. Daniel Frank Co., Boston, Mass.

SESEMAR:—44,373. For all tobacco products. September 30, 1925. Daniel Frank Co., Boston, Mass.

RENEWAL REGISTRATION

SHIVER'S YELLOW ROSE:—44,374. For cigars. October 3, 1925. H. D. Shivers, Inc., Philadelphia, Pa. (Originally registered July 18, 1903, by H. D. Shivers & Co., Inc.)

TRANSFERS

CORONADO:—707 (Association). For cigars. Registered December 28, 1882, by Lichtenstein Bros. & Co., New York, N. Y. Transferred by General Cigar Co., New York, N. Y., successors to Lichtenstein Bros. & Co., to Geo. Schlegel, Inc., New York, N. Y., and re-transferred to I. Lewis Cigar Mfg. Co., Newark, N. J., October 1, 1925.

SILVERDALE:—21,941 (Trade-Mark Record). For cigars. Registered December 14, 1899, by George Schlegel, New York, N. Y. Transferred to A. F. Varanelli, Waterbury, Conn., September 9, 1925.

BIG MONTHS FOR MANILAS

The total number of cigars shipped from Manila to the United States during the month of September, this year, amounted to 21,842,973, the largest month reported in over two years. Notwithstanding these heavy shipments, importers report a shortage on practically all popular brands and sizes. During the next few weeks, however, a large quantity of Manila cigars are due to arrive at the port of New York via the Dollar Line of steamers sailing direct from Manila through the Suez Canal, and the immediate necessities of the market are quite likely to be met from this source of supply.

The proportion of the better grades of Manila cigars, within the Class A revenue tax, is steadily increasing in every section of the country. Brand building is at the present time the chief concern of all the Manila factories and there are no Manila jobs to be found anywhere. Recent reports from the Islands state that labor troubles in a few of the factories are settled, and the prospects of continued operation without any further handicaps of this nature are no longer anticipated.

LANCASTER POOL PLAN ABANDONED

The plan to organize a tobacco growers' co-operative association in Lancaster County, and other tobacco growing counties of Pennsylvania has been abandoned, it was announced last week, owing to a lack of interest on the part of the growers and due to the fact that the laws of the State do not permit such agreements for a longer period than one year, and it is generally agreed that it is necessary to have members sign up for a five-year period in order to conduct an organization of that kind successfully.

CIGARS FELL OFF 2.83% LAST YEAR

According to the official report of the cigar production for the fiscal year, ending June 30th, there was a loss in production of 2.83 per cent. over the previous year, or 263,232,827 cigars. Cigarettes show an increase of 10.5 per cent., or 7,127,189,350 cigarettes. Class B was the heaviest loser among the cigar classes.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE — NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

Good Cigars

CAN A "GOOD" CIGAR BE BAD?

SOMEONE has said that a good cigar is the kind that sells.

We all know that he is right.

THE BAD CIGAR NEVER SELLS FOR VERY LONG!

Even looking at the proposition to give the bad cigar the best of it, we find that a bad cigar is good for a little time only, and then—

IT IS GOOD FOR NOTHING!

IN FACT, IT IS WORSE THAN GOOD FOR NOTHING!

The bad cigar will not only fail to sell, but it will earn for the seller a reputation that will eventually drive him out of business.

STICK TO GOOD CIGARS! IT PAYS!

C. A. Bond.

AFTER ALL

Nothing Satisfies Like a Cigar That Sells

MANILA CIGAR FACTORIES

CIGAR manufacturing has been going on at Manila for more than a hundred years.

Since 1882 the business has been in the hands of private individuals.

From that time several Manila factories have grown from a small beginning to great business organizations with reputations the world over for making excellent cigars.

Other factories started after the opening of the United States market in 1909 also have built up an enviable trade on good merchandise.

Manila cigars made of Philippine Tobacco, mild, free-burning, by skilled Filipino workers, are appreciated wherever a sweet, cool smoke at a moderate price is in demand.

There is a difference, however, in Manila factories. Some are better than others. Some earnestly are trying to stabilize their brands in the United States. Others have been selling one brand today and another tomorrow.

Staple cigars, made of tobacco carefully selected and aged, cost more than the kind that come today and go tomorrow.

Staple cigars are the kind that sell!

A Manila Line If in doubt about a Manila Brand, or if you wish any information, write or wire to

THE MANILA AD AGENCY

15 WILLIAM STREET - NEW YORK

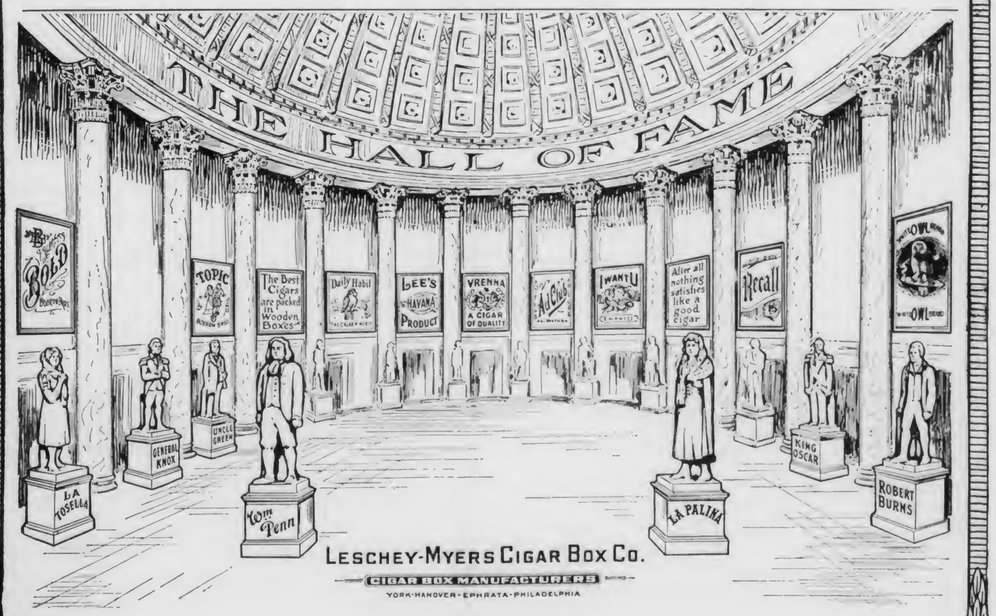
NOVEMBER 1, 1925

VOLUME 45 No. 21

LIBRARY RECEIVED NOV 7 1925 U.S. Department of Agriculture

THE TOBACCO WORLD

After all nothing satisfies like a good cigar



PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Wooden Boxes Make Good Cigars Better

CIGARS are always packed in a moist condition to prevent the wrappers from cracking. Wood, being porous, absorbs all the excess moisture in the cigars.

Hence cigars packed in wooden boxes season under ideal conditions and mellow in their own fragrance.

Six Reasons Why Wooden Cigar Boxes Excel

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes

Buddies

There's no secret formula, no patented process for making Union Leader Smoking Tobacco. Others, in fact, have approximated it, and produced pipe rations almost as famously good. But those brands sell for at least 5 cents more. Union Leader costs but a dime a tin.

UNION LEADER
SMOKING TOBACCO 10¢
The best in the Union . . . *In the pocket tin*

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LA PALINA
CIGAR

"BEST OF THE BEST"

OPTIMO CIGARS
VERY MILD VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

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Blackstone

CIGAR

Extremely Mild

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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TWO MILLER, DUBRUL & PETERS POWER SCRAP Bunch Machines; in perfect working order; for sale at $200.00 each. Maximo Grahn & Son, 409 W. Fortune Street, Tampa, Fla.

SITUATION WANTED

WANTED—CORRESPONDENCE WITH CIGAR MANUFACTURER who could use the services of a practical factory superintendent. Experienced cigarmaker on handwork, suction or fresh work machines. Address Box 487 c/o "Tobacco World."

SUPERINTENDENT—MAN WITH 25 YEARS' EXPERIENCE desires position as cigar factory superintendent with reliable manufacturer. Address Box No. 479, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 45 NOVEMBER 1, 1925 No. 21

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Harry Blum's

NATURAL BLOOM

The Cigar of Quality

1300 1st AVENUE
NEW YORK CITY

Volume 45

THE TOBACCO WORLD

Number 21

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, NOVEMBER 1, 1925 Foreign $3.50

KLINE AGREES TO CHANGE LABELS ON "MEDALIST" CIGAR

The controversy between the American Fair Trade League and E. A. Kline & Company, of New York, manufacturers of the "Medalist" cigar, over the question as to whether bands and labels on this cigar were misleading, has been closed by the agreement of the Kline Company to change its labels in accordance with the contention of the league. This agreement was reached when the action brought by the Fair Trade League was called for trial on October 26 before the Court of Special Sessions, of New York City.

This action was one of a series brought by the American Fair Trade League in its campaign against deception of dealers and consumers by manufacturers who label as "clear Havana" cigars not composed entirely of Cuban-grown leaf. Mr. Kline was charged by the league with violating Section 421 of the Penal Code against "untrue and misleading advertisements." The ground of the charge was that the labels and tags on the "Medalist" cigar identified it with cigars exhibited by the defendant in 1903 and awarded a gold medal by the California State Agricultural Society as a "clear Havana" cigar. It was conceded at the trial in the Commercial Frauds Court that the cigars offered in evidence were not clear Havana, but made up of Sumatra wrapper, Connecticut binder and Havana filler. The question at issue was whether the labels referring to the award of the gold medal twenty-two years ago were misleading and deceptive.

When the case was tried last June, Justice Simpson, of the Commercial Frauds Court, held the defendant for trial at Special Sessions, and handed down a lengthy opinion stating his belief that the penal law had been violated.

When the case was called for trial on October 26, before the Court of Special Sessions, Edmond A. Whittier, secretary-treasurer of the American Fair Trade League, consented to a withdrawal of the charge in view of the defendant's promise to correct the labels complained of. Mr. Whittier made public the following letter received by him from E. A. Kline, head of the Kline Company:

"Referring to the pending charge against me, my attorney, Mr. Joseph L. Young, has written to Mr. Max Solomon, assistant District Attorney, a letter which stated more in detail that which I am about to state to you. I beg to refer you to that letter.

"Since the hearing before Magistrate Simpson, my cigars are being packed in a new box, which entirely eliminates the objectionable matter in question.

(*Continued on Page 18*)

FRANCISCO LINARES SUCCEEDS L. A. CAPESTANY AS PORTO RICAN AGENT

Effective November 1st, Francisco Linares, of Caguas, Porto Rico, will be tobacco agent for the Government of Porto Rico in New York, succeeding Mr. L. A. Capestany, who has been agent since early this year, and has been with the agency since its organization in 1921.

Mr. Linares was at one time associated with the Congress Cigar Co., in its leaf buying department in Porto Rico.

Several important changes were made by the recent session of the Island legislature in the Guarantee Stamp Law. The blue stamps, formerly used on tobacco blended with Porto Rican, and the pink stamps, used on tobacco of all-foreign growth shipped from Porto Rico, have been abolished, leaving only the white stamp for all-Porto Rican tobacco. These stamps will be issued gratis, as before.

An increase from ten cents, the former figure, to twenty cents per hundred pounds has been made for the inspection of all tobacco used, sold or shipped from Porto Rico.

In leaving his position, Mr. Capestany said:

"I wish to express my thanks to the trade press and to cigar and leaf men of the industry for the help they have given the Agency in promptly taking care of inquiries which we have referred to them."

DUKE WILL LEAVES ANOTHER $40,00,000 TO CHARITY

The $40,000,000 educational and charitable endowment created by the late James B. Duke last December will be doubled under provisions of his will, filed in Somerville last week, announcement was made here tonight by representatives of the Duke interests.

Thirty million dollars of the second $40,000,000 will be available immediately, said the announcement, giving the trustees a fund of $70,000,000 immediately available for the foundation's purpose in North and South Carolina, which include hospital and orphanage work and support of aged Methodist ministers, in addition to the millions which go to Duke University, the chief beneficiary.

The remainder is to come through a provision in the will that the part of the residuary estate set aside to provide an annuity for Mrs. Duke will go to the foundation at her death.

Tobacco Industry Presents Appeal For Tax Reduction to House, Ways and Means Committee

MEMBERS of the House Committee on Ways and Means were given a glimpse of the innermost workings of the cigar industry on October 24, when a large delegation of tobacco manufacturers, distributors and growers laid their cards on the table, explained fully the present difficult situation of the industry and asked for tax relief as the one possible method of saving the life of the cigar industry.

Starting in on a "cold" audience, the successive witnesses for the tobacco growers and cigar manufacturers and distributors painted a depressing picture of present conditions and future outlook which greatly interested all members of the committee, and by the time the last witnesses took the stand both Republican and Democratic members were asking questions which indicated their sympathy for the industry and a real desire to give it assistance, if possible.

As a result of the showing made by the cigar industry, it is confidently expected that the forthcoming revenue bill will contain a reduction in the cigar taxes, the only war tax, with the exception of that on pleasure boats, which has had absolutely no relief.

Those who spoke before the committee were Charles Dushkind, representing the Tobacco Merchants' Association of the United States; Harvey L. Hirst, of Bayuk Cigars, Incorporated, Philadelphia; George W. Van Slyke, of George W. Van Slyke & Horton Company, Albany, N. Y.; William L. Crounse, Washington, of the National Cigar Leaf Tobacco Association; J. W. Alsop, of Hartford, Conn., representing the Connecticut Valley Tobacco Association, the tobacco producers of New England, Ohio and Wisconsin and the New England Tobacco Growers' Association; Emerson Ela, representing the Northern Wisconsin Co-operative Tobacco Growers' Pool; and E. Asbury Davis, of Baltimore, representing the National Wholesale Tobacconists' Committee.

A real honest-to-goodness five-cent cigar will save the cigar industry, these witnesses told the committee, and the only way an old-time five-cent cigar can be produced is by a lightening of the tax burden, there being no way in which costs of production can be reduced. A 50 per cent. cut in the cigar taxes was asked —not a return to the pre-war flat tax on cigars, but a cut in each class.

The people want a good five-cent cigar, which before the war represented 60 per cent. of the business, it was declared.

Speaking in behalf of the manufacturers, Mr. Dushkind pointed out to the committee that tobacco taxes today are still at their war level, although practically every other tax increased during the war period has been reduced. That the present tax is more than the traffic can bear is indicated by the fact that collections have declined from $55,500,000 in 1920 to $44,000,000 in 1925. In the same period consumption has declined 16 per cent. in actual quantity, while, taking into account the normal increase in population, the per capita consumption has dropped 24 per cent., and not less than 4000 cigar factories, constituting some 27 per cent. of the total, have been closed.

"I cannot conceive of a situation where the Government records should show red ink marks or minus signs opposite the figures of one of its main sources of revenue, in one period after another, without stopping to investigate and consider whether or not something can be done to eliminate the minus signs and the red ink figures from the future records of this tax-paying industry," Mr. Dushkind declared. "I cannot conceive of any business man passing these constantly reappearing danger signs—these minuses and red ink figures—without grave apprehension and without exerting every effort to find means to eliminate them."

He pointed out that not only does reduced consumption cut the revenue from taxes but also cuts that derived from customs duties through the lessened importations.

A return to prewar tax levels was urged by the tobacco men, who pointed out that this would enable them to give the consumer a better cigar for the same money, which, in turn would undoubtedly lead to increased consumption. "In other words," said Mr. Dushkind, "we are not asking for a tax reduction in order to increase our profits or enrich any branch of our industry, but we are looking for it as a means, in fact as the only available means in sight, to enable us to give the consumer better value, and this we are sure will stimulate our business and put new life into it."

Much of the difficulty of the situation lies in the fact that during the war and immediately following, with high wages and unparalleled prosperity, the appetite of the consumer was for a better grade of cigar. Conditions have now gone back toward normal and the average consumer demands a cheaper cigar, but is not satisfied with it. The demand for ten-cent cigars during the war, for instance, constituted 45 per cent. of the whole; today the five-cent cigar represents about 45 per cent. of the business. "Naturally," he pointed out, "by smoking the higher price cigars the consumer has acquired a taste for the better quality necessarily found in higher price articles. Obviously after cultivating a taste for the higher price cigars, he cannot be very much pleased with a cheaper smoke, and this has undoubtedly been one of the main factors, if not the only factor, that has caused the drop in cigar making.

"It is clearly apparent, therefore, that there is but one way to meet the situation and to overcome these difficulties, and that is by giving the consumer better value for his money, and there is only one feasible means by which this can be accomplished, and that is a reduction of the internal revenue taxes."

The customs duties on tobacco are an additional tax which is sometimes overlooked, the committee was told, although imported tobacco is used in the manufacture of even the cheaper cigars. This duty represents as much tax as does the internal revenue tax itself, so that a reduction of 50 per cent. in the internal revenue tax would really be but a 25 per cent. reduction in the total tax paid the Government, and even this percentage would be cut by the fact that consump-

(*Continued on Page 10*)

EDITORIAL COMMENT

THE action of the United States Circuit Court of Appeals, New York, in reversing the order of the Federal Trade Commission directing the American Tobacco Company to desist from assisting any of its customers in maintaining and enforcing resale prices for tobacco products fixed by customers by agreement, is another hopeful sign that the Government will interfere less with legitimate business operation in the future than it has in the past. In fact, there have been several decisions recently that indicate that after all legitimate business is entitled to some consideration and protection.

In the above case jobbers in various sections organized to protect their trade against others selling the products at profitless prices and less. The American Tobacco Company became involved when it refused to sell certain jobbers who had been disposing of their products at prices which were without profit.

The decision of the Circuit Court states:

"The American Tobacco Company in our opinion was within its rights in declaring that it would not sell to jobbers who made it a practice to sell to retailers at a price which made it impossible for the jobbers to carry on their business at a reasonable profit and worked the demoralization of the trade. In holding that the Federal Trade Commission was intended to prevent what the American Tobacco Co. did, we are clearly of the opinion that the Commission has misapprehended the intent of the Act." (Act to create a Federal Trade Commission.)

In many cases of the Federal Trade Commission's rulings the defendants have been unable for financial or other causes, to carry the cases through the higher courts.

Here is a case where an appeal was carried through with the result that it does not appear that the Federal Trade Commission is *always* right.

THE cigar industry has reason to hope for some definite relief in the way of a reduction in cigar taxes if the interest aroused at the hearing of representatives of the industry before the House Ways and Means Committee on October 24 may be taken as an indicator.

Managing Director Dushkind of the T. M. A., struck the keynote of the request for relief when he stated that it was not wanted for the purpose of enriching any branch of the industry but "as the only available means in sight, to enable us to give the consumer better value, and this we are sure will stimulate our business and put new life into it."

The Managing Director's argument appears to be a most substantial one, and we hope that Congress will afford the relief asked for.

But it should be borne in mind that while the representatives of the industry who appeared before the Committee were highly qualified to present the cigar manufacturing situation, their efforts should be backed up by the entire industry. There should be a one hundred per cent. showing of the cigar trade in pressing their respective Senators and Representatives to support the request of the cigar delegation.

There is a pressing need in some cigar manufacturing sections for an improvement in cigar quality to a point of giving full value to the smoker for his nickel or dime.

Meanwhile, some of the larger corporations are pushing ahead with five-cent brands that at the present time are returning little if any profit. Their reason for doing this is based on Mr. Dushkind's argument that better values to the smoker will stimulate business.

If Congress gives relief and the entire cigar manufacturing trade gets behind this idea, 1926 ought to be a year of encouraging progress.

IN ONE of the larger cities of the country an endeavor will be made shortly to stimulate the interest of the smoker in cigar brands that are produced locally. The plan has been carefully thought out and will be put into operation after months of analysis and consideration.

It appears to us that the plan devolves most heavily upon two factors. First, the cigar manufacturer himself must see that his merchandise goes to the trade as value-giving to the utmost degree, and that it is kept in first-class condition. Poor quality plus allowing the cigars to reach the smoker in poor condition will seriously injure the cause. This means that every manufacturer must exercise the same degree of care and attention continuously. Many a brand has gone forth with every promise and has made good with the smoker, only later to gradually lose its market because the attention to quality and condition has relaxed.

But the manufacturer's part is only one step. No matter how excellent the brand, there must be dealer co-operation to get and keep the cigar before the smoker. In this work the local dealer plays a most important part and his unqualified support is necessary to attain any degree of success.

The experiment will be watched with interest.

GENERAL CIGAR CO. EARNINGS INCREASE

The General Cigar Company reports net income of $668,317 after charges and Federal taxes for quarter ending September 30 and is equal after preferred and debenture dividends to $2.98 a share on $18,104,000 common stock against $698,936 or $3.15 a share the preceding quarter, and $691,489 or $2.94 a share the third quarter of 1924.

TAMPA

Wrapper Strippers Get Increase of Two Cents—Increase in Prices of Cigars Now Looked For—Many Manufacturers Installing Machinery

Tampa, Fla., October 21, 1925.

ALTHOUGH conditions in Tampa were apparently all "Jake" when the cigarmakers' demands were satisfied, they did not remain so for long, for the strippers of wrappers on October 14 demanded an increase of five cents a hand, and on October 21 the manufacturers compromised with an offer of two cents increase, which was accepted by the strippers.

The trade is beginning to wonder now when the announcement is coming from Tampa that prices will have to be increased, as it does not seem possible that the manufacturers will be able to absorb the many increases in production costs which follow the increases in wages to the factory workers all along the line.

A number of the large manufacturers of clear Havana cigars have journeyed to Bartow during the past week to inspect the Colwell long filler bunch machines, which have been installed there in the factory of the Cuban-American Corporation, with the idea of installing them in their own factories and rolling the bunches by hand. A number of these wonderful machines will be installed in factories here just as soon as delivery can be made.

I visited the factory of Schawy-Davis y Ca. today and had a very interesting and pleasant chat with Fred Davis, who is here assisting in the shipping of some of the holiday rush orders.

Jack Jacoby, of Meyer-Mendelsohn, Weil & Son, is visiting Tampa, the manufacturing center of high-grade cigars. Jack has been one of the leading tobacco salesmen for a number of years, and has a wide acquaintance in the trade.

B. Summerfield, president of the G. and M. Cigar Company, who has been here for the past two weeks helping the factory make shipment on holiday rush orders, has left for New York, and will return here again about November 1.

The Hava-Tampa Cigar Company, who have had a number of units, consisting of model L scrap bunch machines and Turrett rolling machines working in their factory for the past six months, have received another shipment made up of several more units and are installing them in their factory addition, which has just been completed. The addition was made necessary by the steady growth of the demand for "Hava-Tampa" cigars.

H. L. Bush, sales representative for the Colwell Cigar Machine Company, has closed for the sale of a number of Colwell long filler bunch machines, with the Cuban-American Cigar Company, of Bartow, Fla., and also for a number of Colwell long filler bunch machines with Thompson & Company, for their Key West factory.

Mr. Bush states that the manufacturers of Tampa consider this machine to be the most perfect bunch machine on the market and that he expects to close for the sale of one hundred or more of these machines by January 1.

A. J. Colwell, of the Colwell Machine Company, who has been here with Mr. Bush for the past three weeks demonstrating this machine, left for his home in Providence on Sunday night, October the 18th.

Maximo Grahn & Son are getting ready to move into a new brick building, thus enlarging and modernizing their factory.

The Cuban-American Cigar Co., of Bartow, Fla., are installing a central suction plant in their factory to run their several units of Turrett Rolling Machines and Colwell Long Filler Bunch Machines. This will do away with the individual suction in use at present.

TAMPA.

TOBACCO DESTROYED BY FROST

On Saturday night, October 10, a devastating frost fell on the tobacco crop still in the fields in and around Danville, Virginia, and in the morning the tobacco left standing was blackened and worthless. Persons in that vicinity state that it is the most destructive frost that has hit the tobacco crop in that territory for a great number of years, and no attempt will be made to harvest the remainder of the crop. It is estimated that the loss may run up to 5,000,000 pounds of tobacco.

PENNSYLVANIA HAS EXCELLENT CROP

According to the Pennsylvania State Department of Agriculture's Report, "The tobacco harvest was practically finished by October 1st, in the Lancaster district. Yields were reported as good, at least average or better, and the crop of excellent quality."

B. N. POLLAK TO WED

Announcement has been made by Mr. and Mrs. I. Springer, of Jamaica, Long Island, of the engagement of their daughter, Harriet, to Ben N. Pollak. Mr. Pollak is the well known advertising manager for Wm. Demuth Co., manufacturers of the famous W D C pipes.

FIVE-CENT CIGAR STAGING COMEBACK

13,000,000 Increase in Consumption in July.

That the five-cent cigar is coming back into popularity is indicated by the report of the Internal Revenue Department showing an increase of 13,000,000 in the consumption of that priced cigar in July, compared with the previous month. Those who have made a study of the situation expect the five-cent cigar to rejuvenado the industry, and Wall street is becoming quite bullish on the cigar stocks as a result.

The belief is expressed in some quarters that the cigar business is on the eve of a substantial boom. This opinion is based on the good prospects for this year's crop and the perfection of new types of machinery for the manufacture of cigars.

Cigar companies will be required to pay less for their tobacco this year. The crop which was put on the market early this week is selling 50 per cent under the prices of 1920 and 20 per cent less than those of last year.

It is said that this year's crop is of much better grade than for some years. This is attributed to the good growing weather at the critical period of the season and to the fact that more fertilizer was used at planting time.

The cigar industry has been in bad condition for some time. In 1920 most of the larger manufacturers were caught with very big inventories of high-priced tobacco. They were forced to raise the price of cigars, and as a result many cigar smokers turned to the cigarette and pipe. The consumption of cigars decreased materially as a result.

The effect on the industry is seen by the number of companies that quit the business entirely. In 1910 there were 22,519 registered factories in the United States, while in 1922 this number had decreased to 11,556. The number now is even smaller.

The prosperity of the cigarette manufacturers as contrasted with the cigar makers in recent years is explained to be due partly to the fact that anybody with a few dollars could set up a cigar factory, while large expenditures were required to go into the manufacture of cigarettes.

Today the competition is less severe on account of the new cigar making machinery, which, while very economical, is too high priced for other than a large company to invest in. This is illustrated by statistics showing that in 1922 300 factories were producing about 50 per cent of the cigars consumed, while at the present time twenty-two companies are producing about 65 per cent of the total consumption. It is predicted that half a dozen of the larger companies will be producing from 80 to 90 per cent of the total consumption within the next two or three years.

It is contended that the smaller competition will react favorably to the larger companies left in the field, and that the business, which in years gone by constituted individual enterprise, will rise to the dignity of big business. The larger companies will be enabled to center extensive advertising campaigns and popularize a few particular brands all over the country.

LEAF RECEIPTS DECLINE

U. S. and Mexican Growers Get Less.

Reprinted from N.Y. Telegram Sept. 12 1925

Making the 5c Cigar At A Profit

"WHAT the country needs is a good 5 cent cigar" remarked the late Thomas R. Marshall, former Vice-President of the United States and sure enough we shall soon have that good 5c cigar available in unlimited quantities throughout the land.

Cigar manufacturers know that the main drawback to the production of a really good nickel cigar in the past has been the lack of a sufficient margin of profit to make it worth their while.

There is no question regarding the demand. There can be no question regarding the popularity a good five-center would enjoy. Two very important questions have been labor cost and quantity production.

The Model L Universal Scrap Bunching Machine makes possible the production of a good 5c cigar through low labor cost and quantity production by reason of the following features of its operation:

1—Bunches are produced at a labor cost of 75c to $1.00 a thousand.

2—400 to 450 bunches may be produced in an hour's time.

3—It can be depended upon to turn out uniform, free-smoking bunches.

4—Any size scrap can be worked up to 1½".

5—Any size or shape cigar can be made on the same machine.

6—Right or left hand bunches made on same machine.

These are six of the features that are now selling the Model L Universal Scrap Bunching Machine in increasing quantities to cigar manufacturers.

It is in use in Union as well as open shops—large factories as well as small. One of the largest scrap cigar manufacturers in the country recently purchased sixty of them.

The Model L Universal Machine is the answer to the 5c cigar question. It fills the vital need of quantity production at low cost and has been developed to a point of efficiency, speed and accuracy that completely overcomes all objections experienced in the past with scrap bunch machines.

Let us prove its economy to you as compared in speed and savings with hand labor in your own factory. *Further facts upon request.*

Cost of Model L Universal Scrap Bunching Machine is $850 complete, F.O.B. Newark., N. J., U. S. A.

It can be purchased on convenient time payment terms. Six months to complete payment.

Universal Tobacco Machine Co.

116 West 32nd Street

NEW YORK U. S. A.

Tobacco. Big news comes this week from the cigar manufacturers; the pity is that the former vice-president, Thomas R. Marshall, author of the saying "What the country needs is a good 5 cent cigar," could not have lived to hear it. For we are promised that the 5 cent cigar is to be restored in all its pristine quality. As everyone knows, the cigar manufacturers have been left standing still in recent years while the use of cigarettes has made phenomenal gains, and they look to restoration of a good five cent cigar as a forward step to maintain their position. In July 575,800,000 large cigars were manufactured against 595,000,000 last year, and of cigarettes 7,600,000,000 against 6,580,000,000.

(Reprinted from Commerce and Finance, Sept. 16, 1925)

TOBACCO INDUSTRY PRESENTS APPEAL

(*Continued from Page 6.*)

tion would normally be expected to increase, thereby adding to the amounts collected both in tax and customs.

"We appeal for this reduction on the ground that our business has been suffering serious depression," Mr. Dushkind concluded; "that its sales are steadily declining; that it is weighed down to a point of danger by the present tax levies; that it is in dire need of a stimulus for new life and that the Government alone can help it by lightening its heavy tax burden."

The new five-cent cigar is not equal to the old five-cent cigar mainly in size alone, declared Harvey L. Hirst of Bayuk Cigars, Incorporated, Philadelphia. "I think we are coming to a point now where you will find a good many five-cent cigars of the old time quality," he told the committee, "but they are not of the old-time size, and as we get reductions in our cost of doing business, including taxation, we will put that plus back into the cigars.

"I am just one of many thousands of people having practically all they own in this world tied up in the cigar business and I realize that that investment is jeopardized, and all we ask of you is earnest consideration of the facts concerning our industry, because I believe if you give that consideration you will agree that we deserve some relief in taxation. We believe that if we can bring the costs down so that we can give the smoker his old-time five-cent cigar, we will rapidly bring back our business to the point where it was. I believe there is a real place for the cigar in the hearts of the American public."

The rank and file of the people have to smoke less cigars because they are controlled by their purses, George W. Van Slyke, of George W. Van Slyke & Horton, of Albany, N. Y., told the committee. Mr. Van Slyke explained that the cigar which used to sell at three for a quarter now sells at two for a quarter. He also explained that whereas a quarter of a century ago smokers were divided into three classes, those of cigars, cigarettes and pipes, today the man who smokes a pipe will also smoke a cigar occasionally, or a cigarette.

The making of cigars by machinery may help the situation some, he said in answer to questions by members of the committee, but the machine is new and there are many things to be learned about it, both in its manufacture and its operation.

The greater part of the trouble that exists today is due largely to the fact that the smoker has not been able since 1920 to get the type of cigar he wants at a price which he is willing to pay, declared E. Asbury Davis of Baltimore, representing the National Wholesale Tobacconists Committee.

"It seems rather strange, but it is true nevertheless," commented Mr. Davis, "that there is apparently a fixed price for cigars. The consumer will not pay an odd price for cigars. That was demonstrated very clearly when the price went from five cents before the war to six cents after the war taxes were put on, and when the increased costs became necessary; and I think statistics will show that from that time on there has been a steadily decreasing production, even more so than existed before.

"The question that arises is this: It is rather a unique position. The manufacturer, we believe, speaking from our standpoint, occupying strictly a neutral position, has done absolutely everything he can do to produce cigars in five-cent units and ten-cent units, which are the salable prices, which will meet the wishes of the consumer; but with the other increased costs, plus the tax, it has been impossible to produce a cigar for five cents that will give the satisfaction that the consumer requires.

"Now, the great bulk of the production—and it has got to be so for the future; there is no question about it; we have all got to admit it—a very large percentage of the sale of cigars in the future will be five-cent cigars, and until a situation arises by which we can give, both for five and ten cents, a cigar that will meet the wishes of the consumer, we are going to have a decreasing production in the cigar business.

"We feel that a great deal of the decrease in the consumption of cigars has been due to the fact that the smoker has not been able to get a cigar that will please him. The man who has become accustomed to buying five-cent cigars will try one after another, and if he does not find one that suits his wishes he may discontinue using them entirely or he may go to the cigarette or some other form."

The public will not buy cigars at six or seven cents, Mr. Davis explained in answer to questions; it demands prices in nickel units, although nobody can explain why. The cigar must sell for five, ten or fifteen cents. The same situation occurred in the case of cough drops, it was pointed out by Representative Chindbloom, where an unsuccessful atempt was made to raise the price to six cents; the manufacturer finally solved the problem by reducing the number of pieces in the box and selling at the old price.

The present taxes on cigars are substantially above the scientific revenue point, asserted William L. Crounse, of Washington, representing the National Cigar Leaf Tobacco Association. Mr. Crounse outlined the history of the cigar industry over the past quarter century, declaring that the number of factories has declined 60 per cent. in that time, with a reduction also in the amount of labor employed. This condition affects everybody interested in the business, even the tobacco grower who has been forced to reduce his acreage of cigar tobaccos.

Unless more people smoke cigars many growers of tobacco will have to give up their farms, declared J. W. Alsop, speaking for the various growers. For the past three years tobacco which costs $438 an acre to produce has been selling for a return of less than $300 an acre, a situation which cannot long exist.

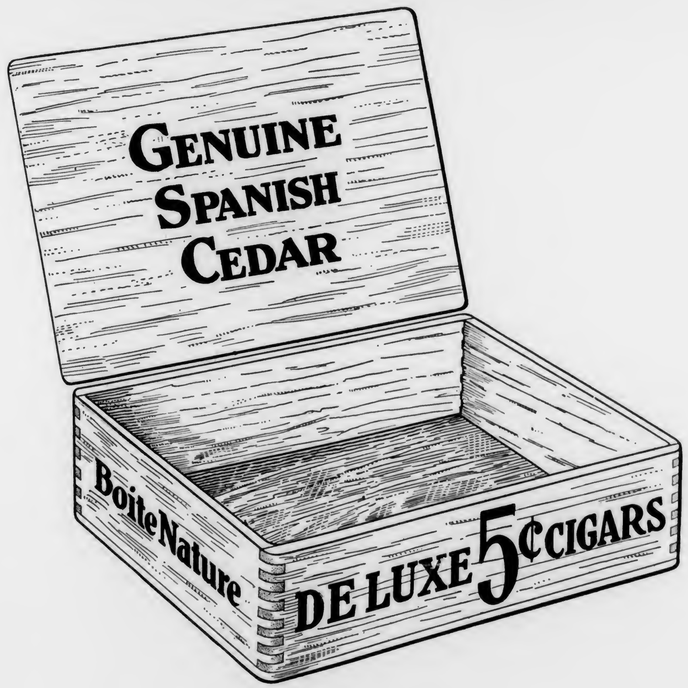
"Perhaps these manufacturers cannot speak as frankly, as I can, but our belief is, and, in fact, we are sure, that so far as the manufacturer is concerned, and especially the small manufacturer, the cigar that you gentlemen used to buy for a nickel before the war is extinct. There are certain classes of manufacturers who take a light wrapper and a fancy binder and then fill that cigar on the inside with something that I would not dare mention in the presence of ladies. They sell that for a nickel cigar. That class of cigar hurts the cigar business rather than helps it.

"The relief on the nickel cigar would be about $2. We believe that with that difference put into material, another great class of cigar manufacturers would have the opportunity to put out a decent nickel cigar. We do not expect the manufacturer to pass on that reduction to us. We know what he has got to do with it. He must put it in his cigar, and we feel that if he does it, and the consumption of cigars increases by two billion it will make a better demand for our tobacco, and when we have a better demand, we get better prices."

A similar statement was made by Emerson Ela, representing the Northern Wisconsin Cooperative Tobacco Growers' Pool.

TRY PACKING YOUR GOOD NICKEL CIGARS

IN "BOITE NATURE"



INEXPENSIVE!

Consult Your Box Manufacturer

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Supreme Court to Decide on Authority of Order of F. T. C.

The authority of the Federal Trade Commission to order a citizen to dispose of property acquired in the course of business will be determined by the United States Supreme Court, which has granted a petition for a review of a decision of the circuit court of appeals holding that the commission was without such power.

In the case in question, the commission found that a company had acquired three plants, the operation of which, however, was not undertaken under an agreement with independent producers that the plants would be kept inoperative so long as the latter used the company's product. The commission ordered the abrogation of the agreement and also that the company dispose of the plants. The case was carried to the courts, where a ruling was rendered that the law did not confer upon the commission the power to require a citizen to sell property acquired in the course of business.

The commission appealed to the Supreme Court for a review of the decision, declaring that the law gave it authority to order the disposal of facilities which of themselves might become unfair methods of competition, and asserting that as long as the company is permitted to continue to own the three plants the restraint upon interstate and foreign commerce will not be removed.

Recommends Governmental Control of Motor Freight Lines

Governmental control of freight-carrying motor lines is recommended in resolutions adopted at a meeting in Washington of State railroad and public utility commissioners, called to consider means of achieving control over the rates and operations of such lines, which are now practically unrestricted.

The conference framed a tentative bill for introduction at the next session of Congress, which would give the State commissions, acting under Federal authority, the power to regulate not only rates, but routes and services as well, in practically the same manner as the operations of the railroads are regulated now by the Interstate Commerce Commission.

Motor freight lines are now being extensively patronized by the tobacco industry, as well as many other lines of trade, but there has been considerable dissatisfaction not only over irresponsible operators but over rates and other factors, as well. It is believed by many of the State officials that there is a well-defined field of service for such lines, but that they should be controlled, as are the railroads, for their own benefit and that of the general public.

Tax Reductions for the Railroads Might Result in Repeal of Pullman Surcharge

Tax relief for the railroads, which would result in the repeal of the Pullman surcharge and possibly in lower freight and passenger rates, was urged upon the House Ways and Means Committee on October 23 by Arthur M. Loeb, president of the National Council of Traveling Salesmen.

Mr. Loeb also sought of the committee an exemption of $3500 for single persons and $5000 for heads of families, which, he declared, would relieve 3,000,000 taxpayers, granting justice to those who must earn their living through their own efforts, while the increased purchasing power realized by such a reduction would have a correspondingly beneficial influence on trade and commerce.

The railroads are being heavily taxed by Federal, State, county and municipal governments, he told the committee, and the total of such tax burdens upon the carriers is simply reimposed upon the general public through the means of freight and passenger rates.

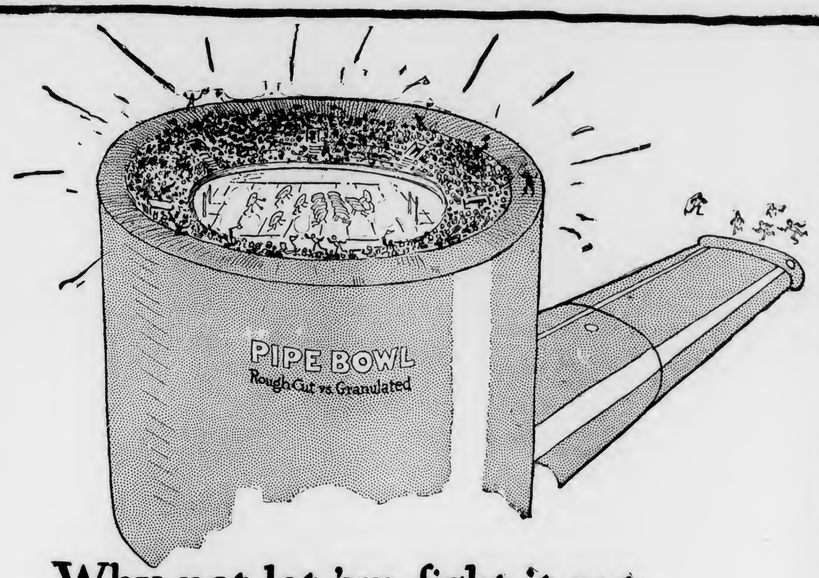
"As the service rendered by the carriers is such a necessary national public service and since economical transportation is an unquestioned public necessity," he declared, "we would urge that your committee give its consideration, indorsement and assistance to the creation of some co-ordinated plan for readjusting and reducing the burden of taxes at present borne by our railroad transportation systems."

Retailers' National Council Urge Tax Reductions That Will Effect Greatest Number of People

Tax reductions which bear upon the greatest number of taxpayers were recommended to the House Ways and Means Committee during its hearings on the new tax bill, by Lew Hahn, representing the Retailers' National Council, an organization with a membership of 175,000 retail stores, employing 1,500,000 persons and having an aggregate annual sales volume of about $10,000,000,000.

"The council is firmly of the opinion that whatever tax reduction the condition of the Government's finances may make possible should be applied at this time in such a way as to bring the maximum beneficial influence upon the prosperity of the whole people to the end that the consequent beneficial effect upon general business conditions may be the greatest obtainable," Mr. Hahn told the committee.

"We deem it important to emphasize the great need of promptness in making a reduction of taxes up to the limit made possible by the state of the Government's finances. There should be no new or additional forms of, or increased, taxation imposed by Congress during the coming session.



Why not let 'em fight it out in the old pipe bowl?

If you want to see how Rough Cut tobacco stacks up against Granulated, then your old pipe bowl's the proper place to stage the battle... Just match a bowl of Granulated up against a bowl of Rough Cut... You'll see Rough Cut's cooler under fire, lasts longer and is much smoother-going... Yes sir, once you've seen Rough Cut in action you'll back Granger for the rest of your life.

There's a definite reason for that Rough Cut

Granulated tobaccos burn fast and hot because they're cut fine. But Granger burns slow and cool, because it's cut *coarse*. It just naturally makes the coolest, smoothest smoking you ever experienced.

Packed in heavy foil instead of tins—*hence* 10¢

LIGGETT & MYERS TOBACCO CO.

COURT ORDER IS SOUGHT FOR LORILLARD ESTATE

Conflicting claims respecting distribution of the estate of the late Peter Lorillard, amounting to $340,000, prompted the executors of Mr. Lorillard's will to file a bill in the Court of Chancery for an order directing to whom they should distribute the fund. It was pointed out that all other provisions of the will made by Mr. Lorillard, a resident of Jobstown, who died July 7, 1901, have been carried out. The executors are Pierre Lorillard, Vice Chancellor James F. Fielder and Lewis S. Morris.

Included in the dispute is the distribution of one-fifth of the income from the estate set apart to obtain annual payments of $24,000 to Emily T. Lorillard, the widow, during her lifetime, and $3600 anually to Jane T. Judge, Mr. Lorillard's sister-in-law, who died March 8, 1918. Mrs. Lorillard died September 11 last. The executors say they are in doubt as to the manner in which the fund should be divided, and ask that William Kent and sixteen others interested in the estate be made defendants to the litigation.

"UPMANN" TO BE DISTRIBUTED BY PARK & TILFORD

The well-known "Upmann" cigar, manufactured by H. Upmann, Havana, Cuba, will in the future be distributed in the United States through the firm of Park & Tilford, of New York City. This well-known clear Havana brand will no doubt prove a real seller for Park & Tilford under the able guidance of J. J. Ollendorff, manager of their cigar department.

AMERICAN TOBACCO EXTRA DIVIDEND

Directors of the American Tobacco Company have declared an extra dividend of $1 a share on the common and class B common stock and increased the quarterly dividend to $2 a share, placing both stocks on an annual dividend basis of $8 a share. The prevailing annual basis since 1924 had been $7 a share.

HARRY PETROSKY ON SESQUI COMMITTEE

Harry Petrosky, of Bobrow Brothers, Incorporated, has been appointed to serve on a committee that will be in charge of the exhibit of the Tobacco Industry at the Sesqui-Centennial Exposition to be held in this city June 1st to October 31st, inclusive, next year. He will be associated with H. E. Wickersham, who is a member of the Sesqui-Centennial organization. A splendid exhibit is planned for the tobacco industry, showing every phase of the industry from the growing to the finished product. Many prominent Philadelphia manufacturers have signified their intention of being represented there.

F. AHRENHOERSTER IN EAST

Frank Ahrenhoerster, western representative for the American Box Supply Company, of Detroit, Mich., is visiting the trade in the eastern section and is at present going the rounds in York County and other parts of Pennsylvania.

M. L. Lewis has opened a drug and cigar store at the corner of Broad and Bainbridge Streets.

Henry Blum was a visitor in town last week in the interest of "Natural Bloom," and spent some time at the offices of the local distributors of the brand, Dusel, Goodloe & Company, of North Seventh Street.

Victor Lopez visited the trade here last week in the interest of "Henry the Fourth."

HOW MUCH MORE BUSINESS?

Of course you want more business. How much more do you want?

If I were to listen to your estimate of the figure you consider the maximum, and then tell you that you can double that amount, you would tell me it is impossible.

And yet, surprising things happen in the case of business getters who do not allow limits or estimated maximums to hamper them.

Take the well-known case of that merchant, Garver, with his store in the little village of Strassburg, Ohio, population 917. Garver's sales are said to amount to about a million dollars annually. He reaches out seventy-five miles after trade.

I don't know that Garver's situation presents any features that enable one to say he has been favored in any particular degree. In fact, many readers of this page are so situated that they have advantages over Garver in the way of business getting opportunities.

You are probably saying it yourself, "Well, I don't know anything about the case of this man, Garver, but I know that a million-dollar business where I am would be impossible."

Perhaps you are right and yet I recall that Napoleon once thundered at an objecting staff officer, "Impossible is the adjective of fools."

Why not qualify your "Impossible" by admitting that it may be impossible for you to develop a great business because you haven't the aggressiveness, the ambition, the confidence, or the force, rather than claim that it would be impossible for anyone in your circumstances to get such results.

You may be located where a million dollars a year is honestly out of the question for such a business as yours, but the chances are that a much bigger business than you dream is within the possibilities for a man who has the right business-getting capacity.

(All rights reserved.)

LANCASTER CONTEMPLATING A SHORT CIGAR

Farmers of Lancaster County, said to be the richest tobacco-raising tract in the Union, are conferring to secure the production of a cigar that can be smoked in the interval between the evening meal and an early arrival at the motion-picture theatre. The discussion concenters 'round a real problem. At present, they say, the cigarette is preferred as the after-dinner "smoke" because of the relative brevity of the process. A cigar of the right length would fill a long-felt though short-timed desideratum and find a profitable market. This is one of the most singular yet forceful tributes to the potent lure of the ubiquitous film drama. It also suggests that in Lancaster County at least the patronage of the motion picture is rightly regarded as an all-family pastime. Mother, the girls and the boys do not care to flivver off to the nearest palace of the bright lights leaving father at home to finish his cigar. Fashions in tobacco, as in apparel, conform to social requirements.

100 POUNDS OF BRIAR IN PIPE

Few smokers realize that it takes about 100 pounds of briar to produce a pipe free from flaws and of the best quality, says *Popular Mechanics*. The material is gathered in the forests around the Mediterranean, especially in Corsica, Italy, and Algeria, where it grows as a spindly shrub about fifteen feet high. The root is round and about the size of a cocoanut. This is sawed up into slabs, boiled to season it, and then left in the mountain air for several months.

One of a P. A. series now running

This is "HUNCH"

—one of the most famous characters in advertising history. Recognized all over the world as the Prince Albert man. You can find his prototype in any town. He's up on politics, baseball and horses, and has the real low-down on pipe tobacco. Name's "HUNCH."

Play this hunch and you *can't* lose

GET out that little old jimmy-pipe. Fill the bowl to the brim with Prince Albert and light up! Will you *like* it? Man, *man!* Does a kid like ice cream? Can a bullfrog dive? You bet you *will* like it, like you never liked anything before.

Because, what a man's smoke-appetite hankers for, Prince Albert's got nothing else except! Yes, *sir*, you can bet your life on that. You'll fire-up right after breakfast and stay with it till the little blue stars wig-wag "Good night."

Never was a pipe tobacco like good old P. A. Cool and sweet and soothing, the smoke zooms up the stem, bowling over pet peeves and filling your system with a new kind of joy. And how kind it is to your tongue and throat. That's because the Prince Albert process cuts out bite and parch ab-so-lute-ly!

So, slip into top-speed and head for the nearest store where they hand out jimmy-pipe joy in tidy red tins. If you haven't a jimmy-pipe, get one. Borrow a match and you're all set for a smoke *experience!*

P. A. is sold everywhere in tidy red tins, pound and half pound tin humidors, and pound crystal glass humidors with sponge-moistener top. And always with every bite and parch removed by the Prince Albert process

Look at the U. S. revenue stamp—there are TWO full ounces in every tin.

PRINCE ALBERT

—no other tobacco is like it!

© 1925, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

HIGH-GRADE CIGARS SHOW INCREASE IN SEPTEMBER

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of September, 1925, and are issued by the bureau. (Figures for September, 1925, are subject to revision until published in the annual report).

Products	*September 1924*	*September 1925*
Cigars (large)		
Class A .....No.	245,196,250	232,753,910
Class B .....No.	123,619,987	102,841,492
Class C .....No.	222,538,890	223,231,937
Class D .....No.	11,693,368	13,125,950
Class E .....No.	2,559,720	3,810,356
Total	605,608,215	575,763,645
Cigars (small) .....No.	43,729,787	42,596,000
Cigarettes (large) .....No.	1,046,280	1,724,658
Cigarettes (small) ....No.	6,273,217,017	7,119,055,300
Snuff, manufactured ...lbs.	3,193,562	3,137,659
Tobacco, manufactured .lbs.	33,521,575	32,916,631

Note.—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in enclosed supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of September.

Products	*September 1924*	*September 1925*
Cigars (large)		
Class A .....No.	10,745,150	14,876,150
Class B .....No.	1,377,490	971,350
Class C .....No.	4,456,140	4,470,350
Class D .....No.	25	5,300
Total	16,578,805	20,323,045
Cigars (small) .....No.	1,000,000	1,000,000
Cigarettes (large) .....No.	620,000	405,000
Cigarettes (small) .....No.	50,000	10,200

Tax-paid products from the Philippine Islands for the month of September.

Products	*September 1924*	*September 1925*
Cigars (large)		
Class A .....No.	20,164,870	20,296,328
Class B .....No.	375,145	523,525
Class C .....No.	203,622	204,347
Class D .....No.	25	200
Class E .....No.	145	500
Total	20,743,807	21,024,900
Cigars (small) .....No.	.....	600
Cigarettes (large) .....No.	.....	300
Cigarettes (small) .....No.	220,510	49,070
Tobacco, manufactured ...lbs.	22	141

Note.—Quantities of tax-paid products shown in above statement are indicated by stamp sales reported for the month.

COMING TOBACCO SHOW PRESENTS SPLENDID OPPORTUNITY FOR PUBLICITY

At the coming tobacco show there is a remarkable opportunity to celebrate the 300th Anniversary of the purchase of Manhattan Island from the Indians, since the tobacco industry furnishes a wonderful background for historical and educational displays which will be very interesting in connection with the coming exposition.

This event (300th anniversary), especially should interest people whose business is "tobacco." Tobacco was the first product that Europe received from the New World, the export of tobacco and furs being the first industry in America. It would be a most opportune time, a very appropriate thing and good advertising, if the associations interested in tobacco should prepare and have at the Tobacco Exposition a large, interesting, cleverly worked-out historical, educational exhibit.

This exhibit on the part of various tobacco associations could be made very attractive and should receive a great deal of publicity from the very novelty of it and because tobacco, as stated above, was the first product exported out of this country.

The scenes might be as follows:

Scene I. Lay figures representing Indians smoking and trading tobacco with the white settlers, and teaching them to smoke. Behind this the background should be a cycloramic picture of the land.

Scene II. Tobacco exportation with models of paintings of the type of vessel used in 1625 or earlier, if desired.

Scene III. The growing of tobacco as it was carried on at that time.

Scene IV. The first use of tobacco in Europe and the sensation it aroused. There are a number of interesting stories that can be secured from histories in reference to this. They say that when Sir Walter Raleigh was first seen smoking he was deluged with water because everybody thought he was on fire. Other scenes should show more historical incidents in connection with the topic.

Scene V. An historical collection of pipes could be secured that would attract great attention. This should include not only the type used by the Indians in the early days, but all kinds of pipes used in the United States and everywhere else.

Scene VI. The different kinds of tobacco raised in the United States, a tobacco field, the curing of tobacco and its manufacture into cigars, smoking tobacco, plug tobacco, etc., would be interesting and helpful.

Scene VII. A very important exhibit could show the commercial development of the tobacco interest in the United States, the acreage covered, the amount of pounds grown, and location of the tobacco sections in the United States.

Scene VIII. The general increase in the use of tobacco could be shown both in the United States and in other countries.

There is also a good opportunity to work out a display to emphasize the necessity for tax reduction on tobacco products, which is so vital to the industry at this time.

HIS "CHAWS" MEASURE TIME

Andrew Hicks, of Victor, Mo., chews tobacco and so measures the passing of time. He just attended his first Troy Fair in forty-three years. "That time I made the trip," he said, "it took three days and two pounds of chewing tobacco. Now I can make the trip so fast one chew is enough."

CIGARETTES

"There's something about them you'll like"

TAREYTONS ARE A QUARTER AGAIN

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

SUPPLIES

PAPER BAGS.

Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.

Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.,

THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

NIC. ALTHAUS CO — MANUFACTURERS OF HIGH GRADE CIGAR BOXES — CEDAR SAW — LUMP PLANING MILLS — LABELS, RIBBONS, CIGAR MAKERS SUPPLIES — TEL. 4270 LEXINGTON — ESTABLISHED 1875. — 657-641 EAST 17TH ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

NAACP:—44,376. For all tobacco products. October 7, 1925. Robert Turnley, Milwaukee, Wis.

MAXDRY:—44,377. For pipes and smokers' articles. October 9, 1925. The Civic Premier Pipe Co., New York, N. Y.

BROOKHATTAN:—44,378. For all tobacco products. October 9, 1925. Nic. Althaus Co., New York, N. Y.

GREEN MILL:—44,379. For cigars, cigarettes and tobacco. September 3, 1925. C. Lamberts, Holland, Mich.

SNYDERS 200 OAK:—44,383. For all tobacco products. October 15, 1925. W. H. Snyder & Sons, Windsor, Pa.

BABY DOC:—44,384. For cigars. October 17, 1925. Rosebro-Meyers Corporation, New York, N. Y.

PETER PIPER:—44,385. For pipes and smokers' articles. October 17, 1925. A. Oppenheimer & Co., New York, N. Y.

HAVAYORCO:—44,386. For Cigars. October 14, 1925. The Holtz Cigar Co., Red Lion, Pa.

SMOKE-O-MINT:—44,387. For all tobacco products. October 20, 1925. T. C. Preston, Tampa, Fla.

WEST INDIES MIXTURE:—44,388. For smoking tobacco and cigarettes. October 22, 1925. West Indies Tobacco Co., New York, N. Y.

VICTORY CHAIN:—44,389. For cigars and tobacco. October 20, 1925. Ritter Bros., Oneida, N. Y.

KUBA'S KUTIEST KUB:—44,390. For all tobacco products. October 26, 1925. Moehle Litho. Co., Inc., Brooklyn, N. Y.

TRANSFERS

IMPORTED BALED PLANTATIONS:—44,165 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered April 7, 1925, by Jose Gaste, Los Angeles, Cal. Transferred to American-Cuban Cigar Co., Los Angeles, Cal., August 24, 1925.

MELITA:—12,287 (Tobacco World). For cigars. Registered March 5, 1898, by Chas. H. Voight, Philadelphia, Pa. Through mesne transfers acquired by Gus M. Bennett, Philadelphia, Pa., February 21, 1924, and re transferred to Benjamin Lit, Philadelphia, Pa., October 22, 1925.

LA PASSIONA:—27,547 (U. S. Tobacco Journal). For cigars, cheroots, cigarettes and stogies. Registered August 17, 1903, by B. Lyon, Chicago, Ill. Transferred to A. Dreifuss, Chicago, Ill., and re-transferred to Ogden Cigar Factory, Mike Tufechis, Proprietor, Chicago, Ill., July 17, 1925.

KLINE AGREES TO CHANGE LABELS

(*Continued From Page 5*)

A sample of this box has been submitted to Mr. Solomon.

"In using the box which I previously used, I did not intend to mislead and all of my advertisements and my method of doing business would show you that I did not intend to mislead. If there has been an infraction of the law, it was entirely technical so far as intent was concerned.

"Just as soon as there was a finding by a fair Judge, I determined that my package would not have any question about it and therefore changed the same.

"I instructed my attorney, therefore, to write the letter he did to Mr. Solomon, requesting that the prosecution be withdrawn because a trial was unnecessary. I felt that, so far as you are concerned, your object has been accomplished in that my package has been changed so that by no possibility could there even be a technical infraction of the law, and that being so, I am sure that there should not be, and that there is not, any animus on your part.

"What I did was done in the best of faith and as soon as there was the slightest doubt cast on this by Judge Simpson's findings, I made up my mind that my package would be changed and I did this based upon the fact that a man thirty-five years in business, as I am, could not afford to have any doubt whatever about his fair dealings.

"I therefore ask that there be no objection by you to a dismissal of the present proceedings."

The controversy over this question has aroused great interest not only in the tobacco trade but among those interested in the agitation led by the American Fair Trade League against misbranding. At one stage Mr. Kline collected the correspondence between himself and Mr. Whittier in a pamphlet, with the title, "Important-If True," to which he gave wide circulation.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

Allow all working industries like a good sign

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE — NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

MADE IN MANILA!

"Made in Manila" means "Handwork-Spanish method." It means the development of a great industry under the direction of masters of the cigarmaking craft. From the broad acres of the wonderful Cagayan Valley where the tobacco is grown to the great factories at Manila where the tobacco is aged and worked, the process of evolving cigars follows old traditions and old methods.

Good Tobacco and Good Workmanship

Good tobacco and good workmanship make good cigars. It's a combination you can't beat! Manila, today, is making better cigars for the money than ever before in the history of the trade. Ask the man who has been handling a dependable Manila brand. He knows!

Light Colors and Fresh Merchandise

Manila factories have discovered what the American smoker wants for his money, and they are giving it to him. The machinery for distributing Manilas has improved, and it has become possible at all times to supply fresh merchandise. Spot stock is being carried by a large number of importing houses and factory agencies located in various sections of the country, which makes it comparatively easy to obtain supplies of cigars at short notice.

Honest Merchandise at Honest Prices

Real Manila Cigars may be easily identified. Factory and District numbers are plainly printed on every box, and the guarantee and import stamp enables the smoker or the dealer to readily determine the genuineness of the merchandise. There are large factories and small factories at Manila. There is no monopoly of any kind. In fact, competition between the various factories is very keen and the matter of prices and quality is left entirely to the laws of supply and demand.

Some factories specialize on high grade goods at top prices. Others deliver to this market, in answer to the demands of certain class of trade, cigars that are cheap in price, but less desirable in quality. But with all of them the cigar is honest value for the price.

Lists of Factories, Agents and Importers on application

MANILA AD AGENCY

(C. A. BOND, Mgr.)

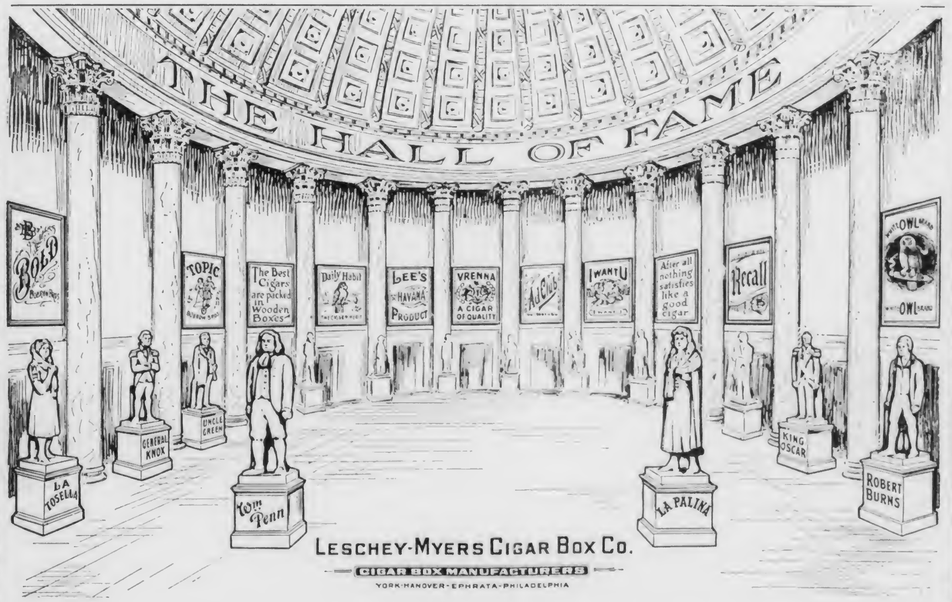
15 WILLIAM STREET NEW YORK

NOVEMBER 15, 1925

VOLUME 45 No. 22

THE TOBACCO WORLD

After all nothing satisfies like a good cigar



PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Wooden Boxes Make Good Cigars Better

CIGARS are always packed in a moist condition to prevent the wrappers from cracking. Wood, being porous, absorbs all the excess moisture in the cigars.

Hence cigars packed in wooden boxes season under ideal conditions and mellow in their own fragrance.

Six Reasons Why Wooden Cigar Boxes Excel

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes

Buddies

There's no secret formula, no patented process for making Union Leader Smoking Tobacco. Others, in fact, have approximated it, and produced pipe rations almost as famously good. But those brands sell for at least 5 cents more. Union Leader costs but a dime a tin.

UNION LEADER
SMOKING TOBACCO
The best in the Union . . . *In the pocket tin* 10¢
© 1925, P. Lorillard Co.

made good
LA PALINA
CIGAR

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR After all nothing satisfies like a good cigar PENNA.

WAITT & BOND
Blackstone
CIGAR
Extremely Mild

Wolverine
CIGAR MACHINES
BUNCH BREAKERS
CIGAR PACKERS
BUNDLE PACKERS
ROUND CAN PACKERS
PULTE-KORRECK MACHINE CO.
231 233 IONIA AVE. N.W.
GRAND RAPIDS MICH

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes
H. E. BAIR & CO.
HANOVER After all nothing satisfies like a good cigar PENNA.
"Quality Cigar Box Manufacturers For More than Fifty Years"

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX
LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO
VERY MILD
VERY MILD
CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

TWO LIBERMAN BUNCH MACHINES IN FIRST-CLASS working order for sale. Price $500 each. f. o. b. Tampa, Fla. Address Ramon Alvarez & Co., P. O. Box 405, Tampa, Fla.

TWO MILLER, DUBRUL & PETERS POWER SCRAP Bunch Machines; in perfect working order; for sale at $200.00 each. Maximo Grahn & Son, 409 W. Fortune Street, Tampa, Fla.

SITUATION WANTED

WANTED—CORRESPONDENCE WITH CIGAR MANUFACTURER who could use the services of a practical factory superintendent. Experienced cigarmaker on handwork, suction or fresh work machines. Address Box 487 c/o "Tobacco World."

SUPERINTENDENT WITH 25 YEARS' EXPERIENCE IN every branch of cigar manufacturing desires position with reliable concern. Address Box No. 490, "The Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

The Tobacco World
Established 1881

VOLUME 45 NOVEMBER 15, 1925 No. 22

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
1300 1ST AVENUE
NEW YORK CITY

Volume 45 THE TOBACCO WORLD Number 22
Established 1881
A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade
$2.00 a Year PHILADELPHIA, NOVEMBER 15, 1925 Foreign $3.50

DENICOTIZED TOBACCOS BECOMING POPULAR

On another page of this issue you will find an advertisement of the Tobacco Exporters Corporation, specialists in the manufacture of denicotized tobaccos, which are becoming quite popular on account of their anti-asthmatic properties.

The following statement has been issued by the company in reference to their service:

"We are producers of Alkaloidal Nicotine and Nicotine Sulphate, which products are obtained by the process of denicotizing tobacco.

"We have carried on extensive research work on denicotized tobacco and find that by admixing various medicaments, chiefly those indicated in the treatment of asthma, that we are able to produce a product which is most beneficial and absolutely devoid of the ill effects ordinarily obtained from the smoking of cigars and cigarettes, which contain the alkaloids of tobacco.

"After we have denicotized tobacco we employ various flavoring mediums to the product, producing characteristic analogues indicative of their particular locality.

"In our tobacco curing work, we either receive large shipments of tobacco from growers and cure same at a fixed price per pound, or as the occasion may arise go out into the open market and purchase crude tobaccos, denicotize them, and in turn sell them to various cigar factories.

"In brief, our work can be summed up as follows: we denicotize tobaccos, and extract their by-products which happens to be nicotine and nicotine sulphate, and we also manufacture tobacco flavors to treat the denicotized tobacco therewith.

"We are, also, specializing in the production of an anti-asthmatic tobacco which is admixed with various products, chiefly those used and indicated in the treatment of asthma.

"These products will be put up by us in small pound cans for cigar, cigarette and pipe smokers, superseding the old method and custom of inhalation of vapors, heretofore a supposed great aid to asthma sufferers."

FOURTEEN-INCH CIGARS

In a recent pictorial section of a Sunday paper is shown a picture of a man holding a cigar fourteen inches in length. It is stated that repeated requests for a "cigar that will last" has caused London tobacconists to offer a cigar of this length which will burn for five hours. The retail price of the smoke is approximately $15.

HOUSE WAYS AND MEANS COMMITTEE ACTS FAVORABLY ON TAX REDUCTION

Tax relief to the extent of over $12,000,000 will be afforded the cigar industry under the proposed revenue bill, as a result of action taken early this month by the House Ways and Means Committee, reducing the tax rate on all cigars.

The committee's favorable action comes as a result of the really excellent showing made by the delegation of tobacco men which on October 24 appeared before the committee and, placing their cards on the table, frankly told the Congressmen that unless some relief was given the cigar industry's days were numbered.

Headed by Charles Dushkind, counsel for the Tobacco Merchants Association, who outlined the situation and then introduced the other speakers, who discussed the various phases of the tax problem from the standpoint of their own particular divisions of the trade, the tobacco men showed that high costs and high taxes have made it impossible to produce a five-cent cigar which meets with public approval, that the consumption of cigars is falling off, that the demand is no longer for the more expensive types but for the cheaper cigars, and that the taxes imposed during the war have never been lightened, this being the only industry to receive no relief whatever, and promised that whatever relief Congress could give would be passed along to the consumer in the shape of a better cigar for the same money.

The frankness with which the witnesses discussed the situation won for them many friends on the committee, whose members asked a number of questions designed to develop the seriousness of the situation. This friendship was shown later when, in executive session, the committee voted to make reductions ranging from 10 to 50 per cent.

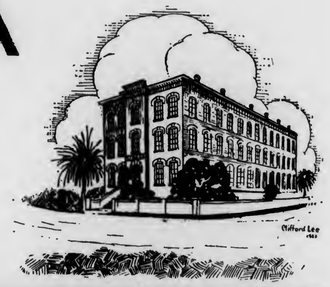
These reductions, as they will be carried in the revenue bill which will be introduced in the House of Representatives next month, are as follows:

Small cigars, from $1.50 to 75 cents per 1000.
Class A from $4 to $2.50 per 1000.
Class B, from $6 to $4.50 per 1000.
Class C, from $9 to $7 per 1000.
Class D, from $12 to $10.50 per 1000.
Class E, from $15 to $13.50 per 1000.

It is estimated that the effect of these reductions will be to cut the Government's revenue, on the face of present estimates of consumption, some $12,000,000 per year. The tobacco men, however, told the com-

(*Continued on Page 16*)

TAMPA



Cigar Packers Granted Ten Per Cent. Increase—More Manufacturers Considering Machines — Business Humming.

Tampa, Fla., Nov. 12, 1925.

THE Eclipse Tobacco Stripping Machine Company, of Baltimore, Md., are preparing to demonstrate to the cigar manufacturers here their filler butting machine on Havana and domestic filler, and claim that this machine will do the work of six hand strippers, and do much cleaner and better work. It also requires but one operator to handle it.

Cigar packers in the Tampa factories returned to work as usual on last Wednesday morning following acceptance of a compromise offer from the manufacturers of a flat 10 per cent. increase in wages at a meeting in the Corral Wodiska factory. The packers had demanded an increase of 20 per cent., but were offered 10 per cent., which they accepted. It was also agreed that the number of apprentices would in the future be limited to one apprentice to eight teams instead of one apprentice to six teams as formerly.

During the past sixty days increases have been granted to practically every branch of the cigar industry in Tampa, which will increase the cost of production four or five dollars per thousand. The manufacturers are endeavoring to absorb this increase in production costs by installing such machinery as is adaptable and perfected for their particular lines.

Celestino Lopez, formerly of Arguelles, Lopez & Brother, well-known Tampa cigar manufacturers, died at the home of his daughter in Westfield, N. J., on November 3d.

Thomas D. Fisher and George Weidman spent two days last week in the "sticks" looking over their holdings. T. D. was the chauffeur and returned with George safely.

John H. Swisher & Son, of Jacksonville, Fla., have made arrangements to enlarge their cigar factory.

The Swisher factory after these alterations are made will be the largest factory in the South.

This live firm is at present working fifty units, consisting of Turrett Rolling Machines and Universal Model L Bunch Machines, and are planning to work fifty more units to supply their demand for "King Edward."

The Universal Tobacco Machine Company has shipped one of their new Filler Butting Machines to the Cuban-American Cigar Company, of Bartow, for demonstration.

Mariano Alvarez, of A. Santaella & Co., Tampa manufacturers of the "Optimo," has been spending some time at the New York office of the firm and will visit the Connecticut market before returning to Tampa. He is expected to return to Tampa about the fourteenth of this month.

H. L. Bush, sales representative for the Universal Tobacco Machine Company, reports that since the raise in price of stripping machines that a number of orders have been booked here for Model M Stripping and Booking Machines and that he expects a number more by January 1st.

The cigar business is humming here and a number of the factories are working nights and Sundays trying to get out their holiday orders.

TAMPA.

OLLENDORFF HEADS T. S. A.

Jonas J. Ollendorff, head of the cigar department of Park & Tilford, was elected president of the New York branch of The Tobacco Salesmen's Association at a meeting held in the Pennsylvania Hotel, in New York City, on last Friday night.

Mr. Ollendorff has been actively connected with the Tobacco Salesmen's Association in New York City for a number of years and is well known and well liked throughout the cigar and tobacco industry.

The following officers were also elected at the meeting: First vice-president, Jesse G. Powell; second vice-president, Albert Freeman; treasurer, Max Berliner; financial secretary, Leo Reiders; recording secretary, Harry Block; sergeant-at-arms, Sidney S. Powell.

The following were elected to the board of directors for three years: A. J. Silett, Samuel S. Scharfstein, Fred J. Hillman.

Delegates to the Tobacco Merchants Association convention: Sidney J. Freeman and Sam Fordin. Alternates: David J. Keith and Bert Berl.

Louis Kramer, of Bayuk Cigars, Inc., was a visitor to the New York City leaf tobacco market during the past week.

CASH AWARDS END BAYUK CONTEST

Cigar Dealers and Clerks Win Substantial Rewards

The curtain has rung down on one of the most interesting prize contests ever conducted by an American cigar manufacturer—the Bayuk Cash Prize Contest for Cigar Dealers and Clerks. Inaugurated June 15th, this contest received a most enthusiastic response from all over the country.

The conditions of the contest were exceedingly simple. All any cigar dealer or clerk had to do was write a letter, brief and to the point, telling of the best selling use he had made of the Bayuk "It's Ripe Tobacco" idea and their national advertising campaign in *The Saturday Evening Post* and *Elks' Magazine,* with particular application to displays of Bayuk cigars, use of "Ripe Tobacco" posters, selling talks and stunts.

Remarkable returns were received both from the quality of the letters and the number of contestants participating. High powered selling ideas and sales suggestions, surprisingly novel, demonstrated the creative ability of these dealers and clerks.

The judges were Mr. J. M. Harding, of *The Saturday Evening Post;* Mr. Carl Werner, of *Tobacco Leaf;* Mr. Edward H. Davis, of the *United States Tobacco Journal,* and Mr. H. A. Lebair, of Sherman & Lebair, Inc., Advertising—men thoroughly conversant with cigar advertising.

The first three prize winners are as follows:

First Prize, $100—Harold Brickhouse, Claremore, Okla.

Second Prize, $50—Mrs. R. E. Brice, 51 Clark Street, Brooklyn, N. Y.

Third Prize, $25—Michael Rubino, 150 North Main Street, Port Chester, N. Y.

Next twenty prizes—$5 each:

E. J. Mendenhall, Westfield, Ind.

I. Schneider, 335 Lenox Avenue, New York, N. Y.

Peter M. Macey, 76 Clinton Street, Binghamton, N. Y.

Geo. E. Zeiger, Third and Magnolia Avenue, Long Beach, Calif.

Frantz Clark, 4309 South Cent. Avenue, Los Angeles, Calif.

Homer E. Wimer, 5923 South Normandie, corner Fifty-ninth Place, Los Angeles, Calif.

Chas. Sandmeier, 134 East Forty-eighth Street, New York, N. Y.

Mabel Roth, c/o H. A. Wood's Drug Store, Seventh and Main Streets, Evansville, Ind.

Herbert Mackie, Harvel, Ill.

A. Schwartz, 346 Sumner Avenue, Brooklyn, N. Y.

M. Fisher, 162-20 Jamaica Avenue, Jamaica, L. I.

August F. Schliecker, c/o City Drug Store, Claremore, Okla.

Ransom O'Burke, 1012 N. Washington, Enid, Okla.

Marcus J. Dragoye, Moneta Avenue at Fifty-fourth Street, Los Angeles, Calif.

Mrs. M. Kolb, 42 Knickerbocker Avenue, Brooklyn, N. Y.

Frank Borgelt, c/o Carlin's Corner, 1084 Dorr Street, Toledo, Ohio.

Ruth Malone, American Cigar Stand, American National Bank Building, Enid, Okla.

Francis E. Gallagher, 2004 Market Street, Wilmington, Del.

S. M. Lieman, Kirby Building, Dallas, Texas.

Simeon Turner, 622 West Erie Avenue, Philadelphia, Pa.

Honorable mention awards of $1 each were distributed to 178 other contestants.

CONVENTION OF NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS TO BE HELD IN NEW YORK CITY

At a recent meeting of the executive committee of the National Board of Tobacco Salesmen's Associations it was deemed advisable to hold the annual convention on Monday and Tuesday, December 28 and 29, 1925, at the Pennsylvania Hotel, New York City, instead of in Philadelphia, as was formerly decided.

All visiting cigar, tobacco, cigarette and kindred lines salesmen are cordially invited to attend this convention, and an interesting and pleasant time is assured.

SAM GILBERT A VISITOR

Sam Gilbert, president of the Webster Cigar Company, of Detroit, and of Otto Eisenlohr & Brothers, Incorporated, 932 Market Street, was a recent visitor to the Eisenlohr headquarters and was delighted to learn that "Cinco" and "Henrietta" are showing a fine increase in consumption.

John R. Young, leaf tobacco broker of North Third, has moved his office from 317 North Third Street to 151 North Third Street.

EDITORIAL COMMENT

THE Holiday Season is galloping toward us, bringing to millions of smokers the annual problem of remembering their friends with practical gifts within the limits of their financial ability to purchase. For our friends who are smokers we know that, "After All Nothing Satisfies Like a Good Cigar."

But to remember our host of friends who are smokers with twenty-five or fifty cigars each, is not only beyond the capacity of our own purse, but beyond the purse of the great army of gift buyers—we mean the laboring man or woman. Woolworth made his millions because he sold his products at prices within the reach of the purse of every man and woman in the country. He would not have done so well with a $5 and $10 store as he did with a 5 and 10 cent one.

We wonder if the cigar manufacturer ever stops to think, when he buys his containers for cigars, of the great number of products sold at Christmas time in special containers, and where the selling price of the product includes anywhere from 25 per cent. to 100 per cent. and upwards for the container. An almost universal purchase at Christmas is candy, yet frequently the container costs more than the candy.

What we have in mind is a satisfactory container that will hold five or ten cigars, and which can be sold to the consumer at a price that will reach the buying power of the big majority who would give more cigars if they only needed to spend 75 cents to $1.50, but who cannot afford to buy many gifts at from $2.50 to $5 each.

We have the pasteboard pack and the flat tin, holding five and ten cigars, and they have a steady sale the year round, but they do not have the utility of a specially designed wooden package for Christmas gifts. There is a vast difference in the appearance of a Christmas gift of ten cigars in a fancy wood box, and that of a pasteboard pack or flat tin. Wood has a distinctiveness that cannot be imitated, and there is no comparison between wood and substitutes when laid side by side on the desk or library table.

We fully realize that there is also no comparison between the cost of wood, and the cost of tin or pasteboard. But if a man will pay from $1 extra up to any amount for a container for a pound or five pounds of candy, why will he not pay 5 cents or 10 cents extra for a special container for ten cigars?

When a man buys a box of "Varieties" he certainly pays the extra cost of the container, and the same thing is true in the case of Boite Nature. It doesn't matter whether he buys 25 or 50 or 100 cigars, the price of the fancy container is in the selling price.

Now, there have always been a certain quantity of 1/100th wood boxes (containing ten cigars) on the market during the Holiday Season, but in the majority of cases the cigars within them have not been up to standard.

What we would like to see is some of the standard brands attractively packed in wood to reach the purse of the purchaser who can afford to spend only 50 cents or $1 for his gift. He certainly isn't going to quibble over 5 or 10 cents extra for a container, if it enhances the appearance of the gift in the eyes of the smoker who receives it.

Just as an example, take the growth of the use of boite nature packings for cigars selling at 5 cents and two for 15 cents. They have dignity, class and attractiveness that will draw the eye, no matter whether it be in the office or home.

And for another example, take the great business which has grown up in the paper box industry in producing specially decorated Christmas boxes which are sold to the public to supply the demand for appropriate containers in which to pack gifts.

Another example is the miniature chests in which candy is packed. The average woman thinks as much of the chest as she does the candy.

There is certainly nothing cheap about the American people and they are willing to spend something extra to prevent any appearance of cheapness about their Christmas gifts. And the workingman will buy cigars and pay extra for his container when the quantity and price is brought within his reach.

Some manufacturer of a good cigar is going to be smart enough to try it.

THE efforts of Managing Director Dushkind, of the T. M. A., in conjunction with representatives from various branches of the industry, to secure a reduction of cigar taxes has been successful to the extent of securing a unanimous recommendation from the Ways and Means Committee.

The proposed schedule reduces the tax on little cigars from $1.50 per thousand to 75 cents. Classes A, B, D and E of the large cigars are scheduled for a reduction of $1.50 per thousand while Class C reduction is set at $2.

While these reductions which the Ways and Means Committee have agreed upon unanimously, do not represent the reductions that the cigar industry feels that it is entitled to, nevertheless it indicates a consideration for an overtaxed industry that has been lacking in the past.

There is a saying that any man can get what he wants if he wants it hard enough. It has taken a long time for the cigar industry to get this consideration, but they have wanted it hard enough to keep on fighting until they got it. It is a sturdy example of co-operative and persistent effort, and there isn't a chance in the world of beating such a combination. The trouble is that most efforts in behalf of a just cause fail because they lack the momentum that co-operation and persistency supplies.

The fact that the recommendations are by unanimous vote of both the Republican and Democratic members of the committee indicates that so far as the House is concerned there will be a minimum of opposition. What the Senate Finance Committee may do is something else. However, it will be several months in all probability, before the bill will be passed, and meanwhile the cigar industry should keep itself fully prepared to "carry on" until a successful conclusion is reached.

DURING the past months unemployment in England has been on the increase, but despite this fact the tobacco consumption in that country has shown a notable advance. Records for the first nine months of 1925 show consumption considerably ahead of the records of the same period for several years previous. Another interesting fact is that the importation of cigars from Cuba shows a slight, but healthy increase.

The conclusion to be drawn is that unemployment is not necessarily a determining factor, at least so far as England is concerned, in the rise or fall of tobacco consumption figures.

We never have believed that poor business conditions in this country have been the chief cause for the decline in domestic cigar consumption, and on this point, at least, we seem to be sustained by England's experiences.

ACCORDING to a dispatch to the *Public Ledger*, objection was made in the Philippine House to the substitute for the Speaker smoking a cigar while occupying the chair. The gentleman in question stated that he would rather smoke than preside over the Chamber and that the objector could find another substitute to sit for the Speaker. A second substitute was not necessary as the objections were withdrawn and the gentleman occupying the chair continued to enjoy his cigar to the end of the session.

It is a good advertisement for cigars and certainly highly complimentary to the particular Manila brand that was being smoked. No wonder Manila cigars are known 'round the world.

MANY FINE HOLIDAY PACKINGS AVAILABLE

Dusel, Goodloe & Company, cigar jobbers of North Seventh Street, have in stock a fine line of holiday packings in cigars and cigarettes. There are several brands of clear Havana cigars in "Varieties" packings, and also Benson and Hedges cigarettes. These special holiday packings are wonderfully attractive and their stock is rapidly being exhausted as the retailer states that they sell on sight. It would be a wise move to inspect these offerings and get your order in early to avoid disappointment and loss of business during the holiday period.

DAN MAGEE REMEMBERED IN ECKERSON WILL

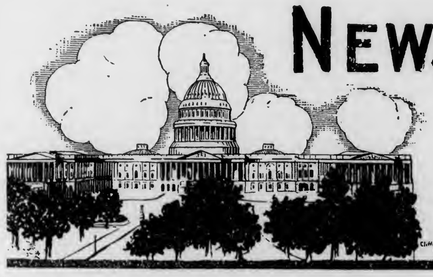
Dan Magee, who is now employed by the leaf tobacco firm of S. J. Schloss & Company, of North Third Street, has learned that he has been remembered by his late employer, Felix Eckerson, in his will, to the extent of a $2000 bequest. Mr. Magee was employed by Mr. Eckerson for over twenty-five years, and was held in high esteem by his employer.

LIST OF TOBACCO SHOW EXHIBITORS

The time of the annual tobacco show, to be held in New York City, January 25 to 30, 1926, is fast drawing near and those who are contemplating having exhibits at this show, but who have not yet signed up for space, would do well to do so at once as the choice locations are fast being snapped up.

It is the intention of the Allied Tobacco Exhibitors' Association to make the show this year bigger and better than ever, and there is no room for doubt but that they are going to do it. A partial list of exhibitors who have already signed up for space in the Grand Central Palace follows:

American Lithographic Co.
American Machine & Foundry Co.
American Tobacco Co.
The Bahnson Co.
Brunhoff Mfg. Co.
Arthur Bornholdt & Co.
Carrier Engineering Corp.
Cigar & Tobacco Journal
Wayne Cleveland & Co.
Connecticut Valley Tob. Growers' Ass'n
E. P. Cordero & Co.
A. Coulapides, Inc.
Durlach Bros., Inc.
H. Duys & Co., Inc.
Einson-Freeman Co., Inc.
Sidney J. Freeman & Sons
S. Freider Sons Co.
General Cigar Co.
General Tobacco Co.
Gold Leaf Tobacco Importing Co.
Grinnell Lithographic Co.
S. E. Guinn Mfg. Co.
Hamburger Bros. & Co.
Hargraft & Sons
Josephson Brothers, Inc.
Kemper Thomas Co.
D. Emil Klein Co.
E. Kleiner & Co., Inc.
Julius Klorfein
Lancaster Leaf Tob. Bd. of Trade
Lancaster County Tob. Growers' Ass'n
I. Lewis & Co.
Lincoln & Ulmer
Lion Match Co., Inc.
Mazer-Cressman Cigar Co., Inc.
Miltiades Melachrino, Inc.
Alfred Orlik
Pasbach-Voice Lithographing Co., Inc.
Petre Lithographing Co.
Philippine Tobacco Co., Inc.
The W. F. Powers Co.
Preferred Havana Tobacco Co.
Harry Prochaska, Inc.
Reid Ice Cream Corp.
The Retail Tobacconist
Rochester Folding Box Co.
Rosebro Meyer Corp.
Benito Rovira & Co.
Ruy Suarez & Co.
Safety Pipe, Inc.
George Schlegel, Inc.
Schwab Bros. & Baer
Selgas & Co.
Tobacco Merchants Association
Universal Tobacco Machinery Co.
Carl Upmann, Inc.
Window Display Service, Inc.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

F. T. C. Dismisses Another Complaint

CHARGES of combination to fix and maintain standard resale prices for tobacco products, preferred by the Federal Trade Commission in ten complaints naming a number of manufacturers and jobbers' associations, have been dismissed by the commission, upon recommendation of its chief counsel.

The respondent manufacturers in these cases were: The American Tobacco Company, P. Lorillard Company, Incorporated, of Jersey City, N. J.; Tobacco Products Corporation, Liggett & Myers Tobacco Company, of New York City; Larus & Brother Company, of Richmond, Va., and Scotten-Dillon Company, of Detroit, Mich.

The tobacco jobbers' associations named in the order were: Midwest Tobacco Jobbers' Association, of Kansas City, Mo.; Tobacco Jobbers' Association of Western Pennsylvania, Pittsburgh, Pa.; the Ohio Wholesale Grocers' Association Company, Ohio; Cleveland Tobacco Jobbers' Association, of Cleveland, Ohio; Conference of Wholesale Tobacco Dealers of Oregon; Sacramento Valley Wholesale Tobacco Dealers' Conference, of California; Wholesale Tobacco Dealers' Conference, of California; Los Angeles Conference, of California; Wholesale Tobacco Dealers of Reno, Nevada; Western Washington Wholesale Grocers' Association, Incorporated, Seattle, Wash.; Wholesale Tobacco Dealers of Spokane, Wash.; Utah-Idaho Grocers' Association, of Utah and Idaho; Keystone Tobacco Merchants' Association, of Pennsylvania; Central Tobacco Jobbers' Association of Pennsylvania; New England Tobacco Conference, of Boston, Mass.; West Virginia Wholesale Grocers' Association Company, of West Virginia.

New Parcel Post Agreement With Cuba May Be Abrogated

A new parcel post convention between the United States and Cuba, increasing the weight limit of packages from four pounds six ounces to eleven pounds, has been signed by representatives of the two countries, to become effective January 1, next.

A stipulation in the convention provides that Cuba may require its abrogation should the United States fail within eighteen months to modify its law restricting the importation of cigars from Cuba to lots of 3000 or more.

The new agreement will make possible increased mail trade from the United States to Cuba but offers that country only one advantage in return—that of shipping its cigars to this country by parcel post, thereby permitting the introduction of "direct to consumer" trade in Cuban cigars, if the United States meets the requirement of permitting the entry of cigars by mail in small lots.

Income Tax Instructions Will Probably Be Very Late This Year

A considerable delay in issuing instructions to taxpayers regarding the making of their returns of income for 1925 will be experienced by the Bureau of Internal Revenue because of the fact that the new revenue law, which will apply to 1925 incomes, will probably not be enacted until next February.

It has been the practice of the bureau in the past to issue in January of each year pertinent information regarding the making of returns, so that taxpayers may have the benefit of the bureau's advice in reporting their incomes. This information includes suggestions for computing deductions for dependents, etc., outlines business expenses, and explains what items may and may not be deducted.

Because of the many changes which will be made in the revenue law and the attendant necessity for revising a large part of the bureau's regulations, which cannot be done until the measure has become a law, it is probable that the bureau's explanation of the various new tax provisions will not be available until early in March.

Postmasters Instructed to Notify Sender Promptly of Refused Packages

As a result of numerous complaints from the tobacco industry and other businesses regarding the treatment of insured and C. O. D. parcels which cannot be delivered for any reason, the Post Office Department has issued instructions to all postmasters carefully to comply with the regulations which became effective August 1, last.

Under these regulations all parcels are treated as if they bore return and forwarding postage guarantees, even though pledges of this character do not appear in the sender's return card, under a provision recently adopted by the department that "all senders of insured and collect-on-delivery mail must guarantee return and forwarding postage."

Complaints received from business houses charged that senders of parcels which are refused are not being notified to that effect; that undeliverable parcels are being returned prematurely or held for periods in excess of that indicated in the sender's return request; and that in some instances parcels have been returned to the senders without any effort having been made to notify the addressee of their arrival.

In the case of refused parcels, postmasters are ordered to notify the sender, where the package bears a request that it be held for a specified time, before return as undeliverable; if no such request appears, the parcel is to be returned at once.

FIVE-CENT CIGAR STAGING COMEBACK

13,000,000 Increase in Consumption in July.

That the five-cent cigar is coming back into popularity is indicated by the report of the Internal Revenue Department showing an increase of 13,000,000 in the consumption of that priced cigar in July, compared with the previous month. Those who have made a study of the situation expect the five-cent cigar to rejuvenate the industry, and Wall street is becoming quite bullish on the cigar stocks as a result.

The belief is expressed in some quarters that the cigar business is on the eve of a substantial boom. This opinion is based on the good prospects for this year's crop and the perfection of new types of machinery for the manufacture of cigars.

Cigar companies will be required to pay less for their tobacco this year. The crop which was put on the market early this week is selling 50 per cent under the prices of 1920 and 20 per cent less than those of last year.

It is said that this year's crop is of much better grade than for some years. This is attributed to the good growing weather at the critical period of the season and to the fact that more fertilizer was used at planting time.

The cigar industry has been in bad condition for some time. In 1920 most of the larger manufacturers were caught with very big inventories of high-priced tobacco. They were forced to raise the price of cigars, and as a result many cigar smokers turned to the cigarette and pipe. The consumption of cigars decreased materially as a result.

The effect on the industry is seen by the number of companies that quit the business entirely. In 1910 there were 22,519 registered factories in the United States, while in 1922 this number had decreased to 11,576. The number no wis even smaller.

The prosperity of the cigarette manufacturers as contrasted with the cigar makers in recent years is explained to be due partly to the fact that anybody with a few dollars could set up a cigar factory, while large expenditures were required to go into the manufacture of cigarettes.

Today the competition is less severe on account of the new cigar making machinery, which, while very economical, is too high priced for other than a large company to invest in. This is illustrated by statistics showing that in 1922 306 factories were producing about 50 per cent of the cigars consumed, while at the present time twenty-two companies are producing about 65 per cent of the total consumption. It is predicted that half a dozen of the larger companies will be producing from 80 to 90 per cent of the total consumption within the next two or three years.

It is contended that the smaller competition will react favorably to the larger companies left in the field, and that the business, which in years gone by constituted individual enterprise, will rise to the dignity of big business. The larger companies will be enabled to center extensive advertising campaigns and popularize a few particular brands all over the country.

LEAF RECEIPTS DECLINE

U. S. and Mexican Growers Get

Reprinted from N.Y. Telegram Sept. 12 1925

Making the 5c Cigar At A Profit

"WHAT the country needs is a good 5 cent cigar" remarked the late Thomas R. Marshall, former Vice-President of the United States and sure enough we shall soon have that good 5c cigar available in unlimited quantities throughout the land.

Cigar manufacturers know that the main drawback to the production of a really good nickel cigar in the past has been the lack of a sufficient margin of profit to make it worth their while.

There is no question regarding the demand. There can be no question regarding the popularity a good five-center would enjoy. Two very important questions have been labor cost and quantity production.

The Model L Universal Scrap Bunching Machine makes possible the production of a good 5c cigar through low labor cost and quantity production by reason of the following features of its operation:

1—Bunches are produced at a labor cost of 75c to $1.00 a thousand.

2—400 to 450 bunches may be produced in an hour's time.

3—It can be depended upon to turn out uniform, free-smoking bunches.

4—Any size scrap can be worked up to 1½".

5—Any size or shape cigar can be made on the same machine.

6—Right or left hand bunches made on same machine.

These are six of the features that are now selling the Model L Universal Scrap Bunching Machine in increasing quantities to cigar manufacturers.

It is in use in Union as well as open shops—large factories as well as small. One of the largest scrap cigar manufacturers in the country recently purchased sixty of them.

The Model L Universal Machine is the answer to the 5c cigar question. It fills the vital need of quantity production at low cost and has been developed to a point of efficiency, speed and accuracy that completely overcomes all objections experienced in the past with scrap bunch machines.

Let us prove its economy to you as compared in speed and savings with hand labor in your own factory. *Further facts upon request.*

Cost of Model L Universal Scrap Bunching Machine is $850 complete, F.O.B. Newark, N. J., U. S. A.

It can be purchased on convenient time payment terms. Six months to complete payment.

Universal Tobacco Machine Co.

116 West 32nd Street

NEW YORK U. S. A.

Tobacco. Big news comes this week from the cigar manufacturers: the pity is that the former vice-president, Thomas R. Marshall, author of the saying, "What the country needs is a good 5 cent cigar," could not have lived to hear it. For we are promised that the 5 cent cigar is to be restored in all its pristine quality. As everyone knows, the cigar manufacturers have been left standing still in recent years while the use of cigarettes has made phenomenal gains, and they look to restoration of a good five cent cigar as a forward step to maintain their position. In July 575,000,000 large cigars were manufactured against 595,000,000 last year, and of cigarettes 7,600,000,000 against 6,580,000,000.

(Reprinted from Commerce and Finance, Sept. 16, 1925)

BANDITS HOLD UP WEBSTER MESSENGERS

Detroit, November 3, 1925.

Armed bandits suddenly surrounded the automobile in front of the Webster Cigar Company, at 5545 Grandy Avenue, last Saturday, just as Patrolman Gerdes and Stanley Roote, auditor of the Webster Company, left the automobile to enter the Webster factory with the weekly payroll, and opened fire on the two men, seriously wounding Patrolman Gerdes, who dropped to the pavement. Mr. Roote was able to gain the shelter of the doorway of the factory and escaped injury. The bandits escaped with the payroll, of approximately $9000. Patrolman Gerdes fired at the bandits as he was lying on the pavement and it is thought he seriously wounded one of them.

MAZER-CRESSMAN BOOSTERS DINED

The employees of the local branch of the Mazer-Cressman Cigar Company were entertained at dinner at the Elks Club on Thursday evening, November 5, as guests of the firm.

The dinner marked the inauguration of the drive to place the new "Invincible" size of the "Manuel" on the Philadelphia market and there were about fifty employees with their wives and daughters present.

After the dinner, dancing was enjoyed by the guests.

W. N. REYNOLDS CONDITION NOT SERIOUS

The physicians of W. N. Reynolds, chairman of the Board of Directors of the R. J. Reynolds Tobacco Company, have issued a statement to the effect that Mr. Reynolds' condition is not considered serious at this time. Mr. Reynolds entered the Johns Hopkins Hospital, at Baltimore, a short time ago, and it was feared at that time that his condition was serious, but he stood the trip to the hospital very well and upon arrival there his condition was diagnosed as not serious. The nature of his ailment has not been disclosed.

BERNARD SCHWARTZ INCREASES PRODUCTION

The production of the Bernard Schwartz Cigar Corporation, Detroit, "R. G. Dun" cigars, for the quarter ended September 30, was 11,682,000 cigars, against 5,600,000 in the corresponding period last year. Net earnings, after depreciation, for the three months ended September 30, were $98,846, compared with $73,600, before depreciation, for the same quarter in 1924.

WEAVER COMPANY MOVES

The George Weaver Company, who for many years have been manufacturers of scrap and smoking tobacco, will move their business to 1017 North Front Street, where they will have more room to take care of their increasing business. They were formerly locatd at 243 Race Street.

THIEVES ROB CAMDEN STORE

Early Saturday morning, thieves entered the store of Philip Zomes, 1846 Broadway, Camden, N. J., and took boxes of pens, pencils, stationery, cigars and cigarettes to the value of $100.

UNITED DIVIDEND

The United Cigar Stores Company has declared the regular quarterly dividend of fifty cents in cash and 1¼ per cent. in common stock of the company on the common stock.

DO YOU WANT SUCCESS OR FAILURE?

By Bruce F. Richards

People get very much what they go after in this world, and in order to save time and to be successful in the largest measure, we must know just what we want and really want it badly enough to keep pushing in that direction.

Elbert H. Gary, chairman of the board of the United States Steel Corporation, is a well-known character because of what he himself has achieved in the world and the position he has attained.

When the School of Commerce of New York University opened for its twenty-fifth year, in September, 1925, Mr. Gary addressed the student body which is made up of men rather than of irresponsible lads. Mr. Gary spoke especially on how to succeed in business. He said in substance:

A man should be diligent, never intentionally negligent. He should keep his appointments punctually and fulfill his promises.

A man should be reasonable, fair, patient and in all respects maintain and exercise a good disposition toward every person. He should endeavor to make friends and avoid making enemies.

He should not live for himself alone. He should acknowledge and practice the principles of the Golden Rule.

He should be a loyal, patriotic citizen, devoted to country, respectful to public officials and faithful in the observance of all laws so long as they exist.

The average man talks too much, especially if he has a good command of the language. It is well to let the other man talk half of the time.

A man, whatever his occupation, should be absolutely honest. Akin to honesty is accuracy in representation and statement. His word should be as good as his bond.

He referred to a number of outstanding business characters, such as Marshall Field and the late J. Pierpont Morgan as illustrations of men who are honest and truthful. In closing he said:

"Never in our past history have our young men and young women had such fine opportunities for success in business; and, as always, everywhere, in every line and department of human activity, there is abundance of room at the top. Each one should diligently struggle to reach it. It is up to every man and woman to succeed or fail. There is no good excuse for failure."

In reviewing this advice given, it is interesting to notice two things. The first is the need of concentration upon some one worthy line of activity. The individual who dodges about from one thing to another, is a rolling stone who never accomplishes very much. There are few people capable of being an expert in more than one thing. Edison, Ford, and many another we could name, have not scattered their efforts over a diversity of interests.

And the second outstanding thought the speaker stresses, is that the successful individual must be a good man. Not merely good in one respect, but a good, all-around, clean, honest, unselfish person who can respect himself and be respected by others.

The young person starting out in business, or the older one who has already made a beginning, can study Mr. Gary's advice with profit—provided the study is followed up by intelligent, constructive action.

FOR HOLIDAY TRADE

GENUINE SPANISH CEDAR

"BOITE NATURE"

The gift package understood and appreciated by every discriminating Smoker.

No Smoking Satisfaction is as lasting and complete as that which is to be had from Cigars packed in SPANISH CEDAR BOXES!

ERASING THE ENDORSER

By M. L. Hayward

"Take my note for my past due account?" the customer queried.

"Yes, if you'll get your brother John to endorse it," the tobacco merchant agreed, accepted the note, and placed it in the local bank for collection.

A week later, John, the endorser, strolled in.

"Have you got a note endorsed by me?" the endorser queried.

"I have and I haven't. I've got the note, but I left it down to the bank for collection," the merchant assured him, and the endorser made his way to the bank.

"I understand that you're holding a note made by my brother in favor of the merchant up street, and endorsed by me," the endorser announced, and the cashier confirmed his impression.

"At the time I endorsed the note there was an understanding between my brother and I in reference to a certain business matter, and wasn't carried out, and he agreed to take my endorsement off the note," the endorser explained.

"What did you want us to do?"

"You know that my brother's good for three times the face of the note, and if you'd just mark my endorsement off the back it would fix everything up all right," the endorser proposed, the cashier located the note, and drew two heavy red lines through the endorsement.

Time passed on, according to a habit which it has, the note fell due, the customer was in bankruptcy, the endorser refused to pay, and the merchant sued the bank in the Georgia courts.

"Where the pledgee permits the endorser to erase or withdraw his endorsement from the notes without the consent of the pledgor, thus rendering the notes insolvent, such action on the part of the pledgee amounts to a conversion of the notes, just as much so as if it should sell the notes and receive the value in money therefor," was the reasoning of the Court set out in 117 Southeastern Reporter, 741.

CIGAR COMPANY APPEAL DENIED BY TAX BOARD

The United States Tax Board of Appeals has denied the appeal of the Forty-four Cigar Company, of Philadelphia, manufacturers of the "Lipschutz 44" cigar, from an income and profits deficiency of $74,471.42 found against the company's return for 1918 taxes.

The case arose, it was explained, as the result of a disagreement which resulted in the manufacture of another cigar, known as the "Lipschutz 88" cigar, and the tax shortage arose when the funds used to settle the family controversy were charged off in the Forty-four Cigar Company's return as a deduction for losses and business expense to the amount of $108,636.57.

GREECE LIFTS EXPORT DUTY

The Greek export duty on tobacco of the 1925 crop has been fixed at 2 per cent. *ad valorem*. This compares with a 2 per cent. export duty also on the 1923 and 1924 crops, and a 10 per cent. duty on earlier crops.

THE 1925 TOBACCO CROP IN TURKEY

The 1925 tobacco crop for all Turkey, as reported by the tobacco growing district, is estimated at 105,570,000 pounds, while the Tobacco Monopoly places the crop at 103,000,000 pounds, according to a report by the British Commercial Secretary at Constantinople received in the Department of Agriculture. This is a decrease of 38 to 39 per cent. from last year, when the total production according to a trade report amounted to 170,000,000 pounds. As previously reported the low yield is due to the prolonged drought which was particularly felt in Smyrna, one of the most important tobacco growing districts. The Commercial Secretary states, however, that the new crop is of an exceptional quality and that there is already an active demand for it. The Tobacco Monopoly will handle 22,400,000 pounds while practically all of the Smyrna crop, estimated at 29,120,000 pounds, and about 9,000,000 pounds of the Samsoun crop of 12,800,000 pounds will probably be sold to American firms the report states. The total quantity available for other markets is not expected to exceed 45,000,000 to 52,000,000 pounds.

Adding the figure for tobacco production in Turkey to the tobacco table published in our report T-4 under date of October 30, gives a total crop, for twelve countries reporting in 1925, amounting to 1,630,000,000 pounds as compared with last year's production of 1,723,000,000 for the same countries.

The acreage devoted to tobacco in Paraguay is greater than last year according to a cable to the Bureau of Foreign Commerce from American Commercial Attache Feely at Buenos Aires. The total acreage last year amounted to 28,700 acres and produced a crop of 25,440,000 pounds of tobacco, according to the International Institute of Agriculture. Tobacco ranks second as a money crop among the agricultural products of Paraguay.

An increase is expected in the tobacco crops of the Australian Province of Victoria for the next few years as a result of the renewal of the guarantee of prices by the British Australasian Tobacco Company for three years beginning January, 1926, according to Vice Consul Haskell E. Coates quoting the Victorian Department of Agriculture.

Vice Consul Harrington at Antwerp states that the Belgian tobacco crop this year will probably be as large as that of last year, which was one of the largest crops since the war. The quality of the new crop, however, is not considered normal and prices have tended to fall.

CIGAR FACTORIES BUSY

As the holiday season approaches there is the usual feverish activity being shown in the local cigar factories to produce cigars fast enough to keep up with the tremendous influx of hurry-up orders. Jobbers and retailers who are some distance away from the factories are of course apprehensive lest their goods should not arrive in time and everyone is going at top notch to keep everybody satisfied.

The small manufacturer is just as busy in proportion, in getting a stock of his brands ready.

The cigar box manufacturers are being hampered, due to the fact that many of their employees drifted away during the dull summer period and now that they are needed, can not be induced to return, since they have obtained employment elsewhere.

However, the local leaf market continues to show little activity.

-It's Ripe Tobacco!

An Exclusive Feature in Bayuk Cigars

1 All the leaves on a tobacco plant cannot ripen at the same time. At harvesting, the top leaves, the last to grow, are under-ripe. Blackish green and rank, they'd be bitter, raspish smoking. Bayuk discards them.

2 The middle leaves have been rightly placed twixt sun and earth. They give the ripe tobacco perfection on which Bayuk insists. It's Ripe Tobacco only in Bayuk cigars, because it's been proved that it makes the best smoking.

3 The bottom, or sand leaves, were the first to grow, first to feel the sun. They are over-ripe at harvesting, would never cure properly, and would make poor cigars, to Bayuk's way of thinking. Bayuk discards them.

BAYUK CIGARS INC.

PHILADELPHIA

WAYS AND MEANS ACTS ON TAX REDUCTION

(*Continued From Page 5*)

mittee that lower taxes meant better cigars which, they believed, would result in increased consumption, thereby lessening the real loss of revenue to the Government.

The committee voted also to eliminate the present tax on cigar holders, humidors and similar articles, which will result in a cut of $65,000.

C. L. L.

DO YOU KNOW YOU KNOW?

You may know it, but do you know you know it? Are you aware of the possession of that knowledge and are you confident that it is right?

Thomas A. Edison pays this tribute to Elbert Hubbard: "Elbert Hubbard has been of big service in telling me things I knew but did not know I knew until he told me."

A great many business men have the knowledge they need for the development of their business, but they do not seem to be aware of the possession of that knowledge, or else they lack confidence in it.

Most business men have forgotten or neglected enough good business ideas to have developed their business interests 50 per cent. farther than they have gone.

Your brain will take you almost as far up the business ladder as you want to go—if you use it. To have a good head and not to use it is worse than to have a weak head. The men above you in business are not necessarily men who had better mental equipment than you at the outset.

A man can succeed while equipped with only average intelligence if he will make a hundred per cent. use of that intelligence. And he will fail, no matter how intelligent he may be, if he does not use his intelligence up to somewhere near its capacity.

To reduce it to figures: a man using the whole of a 50 per cent. brain will pass on the business road the competitor with a hundred per cent. brain of which he uses only 40 per cent.

I know a young business man who is scarcely up to the average in intelligence, though he does not realize it. He is today getting business away from some of his more intelligent, not to say most intelligent competitors, just by working what brain he has up to its full power. The returns to you from your work are more likely to be in proportion to your effort than in proportion to your brain power.

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NICOTINE
DENATURING GRADE
Conforms to specifications of U. S. Bureau of Internal Revenue
INQUIRIES SOLICITED
We Also Manufacture
NICOTINE SULPHATE
DENICOTIZED TOBACCO
(Antiasthmatic)
TOBACCO FLAVORS
TOBACCO EXPORTS CORPORATION
Bridgeport, Conn., U. S. A.

1925 TOBACCO CROP

According to the report of the United States Bureau of Agricultural Economics forecast of production a total of about 35,000,000 pounds, or 3 per cent., the principal increase being in Virginia, North Carolina, Kentucky and Tennessee. The yield per acre for the United States averages thirty-nine pounds less than the ten-year average, though higher than 1924. Unusually low yields are reported in Virginia (580 pounds per acre), Kentucky (760 pounds) and Tennessee (700 pounds).

In quality the crop ranges from higher than usual in some of the cigar leaf districts to lower than usual in some of the dark-fired sections. The general average is 77.3 per cent., compared with 76.5 November, 1924, and 82.5 the ten-year average.

The highest quality is reported from cigar leaf areas—Connecticut, 93 per cent.; Pennsylvania, 91; Wisconsin, 94; Miami Valley, 92.

Quality in Maryland is reported at 85 per cent., compared with 70 in 1924, and 84 the ten-year average. The quality in Virginia is the lowest in several years, the state average being 67 per cent., compared with 75 last year, and 81 the ten-year average. Late rains helped the dark and sun-cured districts materially.

North Carolina flue-cured, on the other hand, is of excellent quality. Leaf delivered to market in October was noticeably better in quality than that of September, and this fact, together with a decided improvement in the export demand for flue-cured, enhanced the price for this type.

South Carolina, while two points below the ten-year average of 71 per cent. in quality, is much above its 1924 mark of 54. Georgia with 61 per cent. is the lowest State in quality. Florida is 86, the same as 1924, and seven points below the ten-year average.

Kentucky shows 80 per cent., compared with 64 last year, and 85 the ten-year average. Only in some of the northern and north central counties of Kentucky were the rains distributed through the growing season. The yield and quality in this section appear to be good. In other areas the crop seems to consist of early planted tobacco which had little rain until late September, and produced small leaf of good color, texture and body, and later crops which made a second growth of low quality. The quality will be mostly divided between high and low grades, with a relatively small amount of medium grades.

In Tennessee the quality is reported at 79 per cent., compared with 78 in 1924 and 87 the ten-year average. The leaf is reported to be generally good, though small in size and thin.

CIGARETTES INCREASE IN GERMANY

Germany is showing the same trend toward increased consumption of cigarettes at the expense of the cigar industry as is evident in the United States. Tax receipts in Germany for the last fiscal year show a production of twenty-five billion cigarettes and five billion cigars. As a matter of fact, it is believed that the cigarette production is greater than the figures indicate, since many cigarettes are sold in Germany without paying the necessary tax. Two causes are given for the increase in cigarettes—increased smoking among women and the influence of the trenches.

The cigar smoker likes to take his time, but the cigarette is indicative of nervousness, and the trenches were great promoters of the latter.

CIGARETTES

"There's something about them you'll like"

TAREYTONS ARE A QUARTER AGAIN

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO

MANUFACTURERS OF HIGH GRADE CIGAR BOXES CEDAR SAW MILL BAND PLANING MILL

LABELS, RIBBONS, CIGAR MAKERS SUPPLIES ESTABLISHED 1875.

TEL. 470 LEXINGTON 637-641 EAST 17 ST. NEW YORK.

SUPPLIES

PAPER BAGS.

Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.

Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.

THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

CIGAR BOXES

F. BRECHT'S SONS

CIGAR BOXES

109 N. Orianna Street

PHILADELPHIA, PA.

Monroe Jarrett Sons

WOODEN CIGAR BOXES

TRADE *JARSO* MARK

Randolph and Jefferson Streets

Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

NUOLD:—44,392. For smoking pipes and smokers' articles. October 29, 1925. The Civic Premier Pipe Co., New York, N. Y.

IDEAL:—44,393. For pipes, smokers' articles, cigarette holders and cigar lighters. November 2, 1925. A Oppenheimer & Co., New York, N. Y.

JACKSON PURCHASE:—44,394. For all tobacco products. October 31, 1925. Ed. Mohundro & Co., Mayfield, Ky.

BLISSECO:—44,395. For all tobacco products. November 2, 1925. Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y.

OTESO:—44,396. For all tobacco products. October 20, 1925. Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y. (For use in Chicago, Ill., only.) (By permission of Chas. B. Perkins Co., Boston, Mass., registrant of the trade-mark "Otero.")

BOCA RATON:—44,397. For all tobacco products. November 5, 1925. American Litho. Co., New York, N. Y.

EL NELSOR:—44,398. For all tobacco products. October 1, 1925. Herbert D. Shivers, Inc., Philadelphia, Pa. (By permission of Gans Cigar Co., Inc., New York, N. Y., successor to Gans Bros., New York, N. Y., registrant of the trade-mark "Melsor.")

LAND O' LAKES:—44,402. For all tobacco products. November 6, 1925. F. T. Lux, Sauk Center, Minn.

TRANSFERS

DON ROCO:—33,352 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered August 16, 1907, by E. G. Wallace & Co., Chicago, Ill. Transferred to Arguelles, Lopez & Bro., Inc., Tampa., and New York, N. Y., October 27, 1925.

MI LEAH:—21,941 (Tobacco Leaf Publishing Co.). For cigars. Registered September 26, 1901, by E. G. Wallace & Co., Chicago, Ill. Transferred to Arguelles, Lopez & Bro., Inc., Tampa, Fla., and New York, N. Y., October 27, 1925.

ARGELINA:—13,208 (Trade-Mark Record). For cigars. Registered January 27, 1894, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred to Roscoe G. Wallace, Chicago, Ill., and re-transferred to Arguelles, Lopez & Bro., Inc., Tampa, Fla., and New York, N. Y., October 27, 1925.

GENITA:—32,403 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered October 31, 1906, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred to Mazzeo & Agliano, Philadelphia, Pa., June 5, 1924, and re-transferred to Letterio F. Mazzeo, Hammonton, N. J., December 30, 1924.

KUBA'S KUTEST KUB:—44,390 (Tobacco Merchants Association). Registered October 26, 1925, by The Moehle Litho. Co., Inc., Brooklyn, N. Y. Transferred to Rocco Santoline, October 27, 1925.

CORRECTED PUBLICATION OF TRANSFER OF REGISTRATION

QUEEN CAROLINE:—17,409 (Trade-Mark Record). For cigars. Registered January 20, 1897, by L. Levy & Son, New York, N. Y. Through mesne transfers acquired by G. Ginsbert, Chicago, Ill., and re-transferred to Specter Bros., operating under the name of Val Roma Cigar Co., Chicago, Ill., and Evansville, Ind., August 3, 1925.

REPORT OF SECRETARY OF COMMERCE DENOTES IMPROVEMENT FOR PAST YEAR

A high rate of production, consumption and exports, high real wages, the absence of any consequential unemployment, and continued growing efficiency in management and labor, were the outstanding features of the fiscal year 1925, it is declared by Secretary of Commerce Hoover in his annual report to be submitted to the President next month.

Manufacturing production during the year was three points above that of 1924 and eighteen points greater than that of 1919; factory employment was one point above 1924 but eighteen points below 1919, indicating improvement in methods of efficiency and production; and sales were ten points above the preceding year and forty-three points above 1919. Retail trade, it is declared by the Secretary, was larger than in any previous year on record. The expansion of mail order sales amounted to 10 per cent. as a result of improved buying power among the farm population; five and ten-cent store sales reached a point 94 per cent. above the total for 1919, and department store sales were 26 per cent. above those of that year.

Our exports of merchandise were 12.8 per cent. greater than in 1924, while imports were 7.6 per cent. greater. The volume of domestic construction operations, representing total investments of more than $6,000,000,000, was the greatest on record.

C. L. L.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

Allow all working americans like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.

26th St. and 9th Ave., New York

WESTERN REPRESENTATIVE:

PAUL PIERSON

139 North Clark Street, Chicago, Ill.

Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L MANAGER

PASBACH-VOICE

LITHOGRAPHING CO. INC.

ART LITHOGRAPHERS

GRAND STREET AND MORGAN AVENUE

BROOKLYN, N. Y.

CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY

CIGAR LABELS BANDS

American Box Supply Co.

2309 Russell Street Detroit, Mich.

Corner of Grellot Street

Exclusive Selling Agents For

THE CALVERT LITHOGRAPHING CO.

Colorgraphic

LABELS-BANDS-ADVERTISING

WINDOW TRANSPARENCIES

Quality Service

AMERICAN LITHOGRAPHIC COMPANY

NINETEENTH STREET & FOURTH AVENUE — NEW YORK

CHICAGO TAMPA NEW ORLEANS SAN FRANCISCO

SINCE 1870

CIGAR BANDS CIGAR LABELS

SPECIAL PROCESS

WM. STEINER SONS & CO.

257-265 W. 17th St. - New York City

Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America

Lorillard's Snuff, Est. 1760

Rail Road Mills Snuff, Est. 1825

Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts

Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE

DILL'S BEST

"It's A Mighty Fine Pipe Tobacco"

If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.

10c 15c 25c 75c $1.50 SIZES

J. G. DILL CO. Richmond, Va.

MADE IN MANILA!

"Made in Manila" means "Handwork-Spanish method." It means the development of a great industry under the direction of masters of the cigarmaking craft. From the broad acres of the wonderful Cagayan Valley where the tobacco is grown to the great factories at Manila where the tobacco is aged and worked, the process of evolving cigars follows old traditions and old methods.

Good Tobacco and Good Workmanship

Good tobacco and good workmanship make good cigars. It's a combination you can't beat! Manila, today, is making better cigars for the money than ever before in the history of the trade. Ask the man who has been handling a dependable Manila brand. He knows!

Light Colors and Fresh Merchandise

Manila factories have discovered what the American smoker wants for his money, and they are giving it to him. The machinery for distributing Manilas has improved, and it has become possible at all times to supply fresh merchandise. Spot stock is being carried by a large number of importing houses and factory agencies located in various sections of the country, which makes it comparatively easy to obtain supplies of cigars at short notice.

Honest Merchandise at Honest Prices

Real Manila Cigars may be easily identified. Factory and District numbers are plainly printed on every box, and the guarantee and import stamp enables the smoker or the dealer to readily determine the genuineness of the merchandise. There are large factories and small factories at Manila. There is no monopoly of any kind. In fact, competition between the various factories is very keen and the matter of prices and quality is left entirely to the laws of supply and demand.

Some factories specialize on high grade goods at top prices. Others deliver to this market, in answer to the demands of certain class of trade, cigars that are cheap in price, but less desirable in quality. But with all of them the cigar is honest value for the price.

Lists of Factories, Agents and Importers on application

MANILA AD AGENCY

(C. A. BOND, Mgr.)

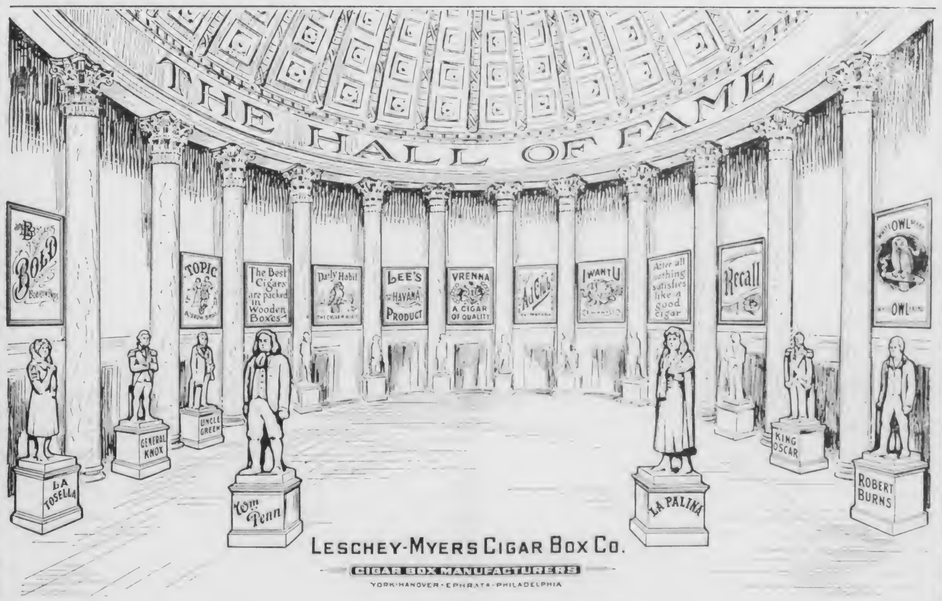
15 WILLIAM STREET NEW YORK

DECEMBER 1, 1925

VOLUME 45 No. 23

THE TOBACCO WORLD

After all nothing satisfies like a good cigar



PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Seasoning in Wood Improves "Velvet",

so its makers tell the world on a big new sign at Atlantic City.

This large corporation recognizes the potency of the "Aged in Wood" sales argument. And they spend thousands of dollars featuring it in their advertising

Cigar Manufacturers—here again is positive proof of the smokers' preference for tobacco which is **seasoned in wood.**

These Six Reasons Tell Why Wooden Cigar Boxes Excel

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes

Buddies

There's no secret formula, no patented process for making Union Leader Smoking Tobacco. Others, in fact, have approximated it, and produced pipe rations almost as famously good. But those brands sell for at least 5 cents more. Union Leader costs but a dime a tin.

UNION LEADER
SMOKING TOBACCO
The best in the Union . . . ***In the pocket tin*** **10¢**

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LA PALINA
CIGAR

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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The Tobacco World

Established 1881

VOLUME 45 DECEMBER 1, 1925 No. 23

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Hobart Bishop Hankins, President and Treasurer
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NATURAL BLOOM
The Cigar of Quality
1300 1st AVENUE
NEW YORK CITY

Volume 45

THE TOBACCO WORLD

Established 1881

Number 23

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, DECEMBER 1, 1925 Foreign $3.50

THE CIGAR TAX SITUATION

The Ways and Means Committee has finally completed the new tax bill, which will be formally introduced in the House on December 7. It is predicted that the bill will be passed in the House before the Christmas holidays, and that the Senate Finance Committee will begin its work thereon on January 4th.

According to the judgment of close observers, it is figured that it will take about two months before the bill will be passed in the Senate, so that we are not likely to have a new revenue law before the early part of March.

No changes have been made in the cigar schedule since our last bulletin, and the provisions relating to the repeal of the special manufacturers' tax (including cigarette and tobacco manufacturers), as well as the excise tax on humidors, pipes, etc., also remain unchanged. As the new schedule has now been finally adopted by the unanimous vote of all members of the Ways and Means Committee, from both political parties, no opposition to it is looked for in the House, nor is it likely to be changed in the House.

When the bill reaches the Senate Finance Committee we shall, however, have ample opportunity to demand such changes or further reductions as may be determined. We shall, of course, in due time call a conference of leading factors in the cigar industry to consider and determine upon what course to pursue before the Senate in connection with this bill.

It may be added that, to our intense surprise, it was urgently suggested to the Ways and Means Committee that the new cigar schedule be made effective with the beginning of the next fiscal year, that is, July 1. Needless to say that we have most strenuously opposed this suggestion, and we now feel safe in predicting that the new bill when introduced will provide that the new tax rates go into effect immediately upon the passage of the act.

TOBACCO MERCHANTS' ASSOCIATION OF THE U. S.

SAMUEL HARTMAN PASSES AWAY

Samuel Hartman, of the leaf tobacco firm of A. & S. Hartman, Hartford, Conn., died at his home in Hartford on Friday, November 13th. He was seventy-three years of age.

Mr. Hartman was born in Germany and came to this country when he was seventeen years of age. He settled in Hartford in 1900 and formed the firm of A. & S. Hartman. He was one of the pioneers in the growing of Connecticut Shade. Funeral services were held from his late home on Sunday afternoon, November 15th.

BRYN MAWR EDICT CAUSES FUROR

Instead of following the lead of Bryn Mawr College, which last week decided to establish smoking-rooms for the girl students in each dormitory, most of the eastern girls' colleges apparently frown upon smoking.

Goucher College, at Baltimore, about a month ago forbade students to smoke in college buildings or public places.

At Wellesley, a proposal that smoking be permitted off the campus was defeated last week. The practice is forbidden at college.

Radcliffe and West Virginia forbid smokes.

At Vassar the habit is a matter of the individual's conscience, but the rules disapprove it as injurious to the health. The students, however, have voted against outright prohibition.

Nearly half the girls at Vassar have admitted they smoke. When Bryn Mawr took action the other day it was announced that less than half the students there smoked.

On the other side of the matter besides Bryn Mawr, is Barnard, where smoking has never been forbidden. Last week by a vote of 448 to 442 Mount Holyoke girls voted for smokes. The Massachusetts School of Technology, co-educational, has permitted girl students to smoke at undergraduate affairs. At Smith College action has been deferred on the matter till spring.

Bryn Mawr alumnae seem pleased over the lifting of restrictions.

Mrs. Warren Thorpe, president of the New York Bryn Mawr Club, said she felt that the new rule would have the general approval of the alumnae. "It is felt the girls smoke anyway," she said, "and it is better for them to do it openly than secretly. Smoking may decrease now that it is no longer forbidden."

Mrs. Alfred Hess, wife of the physician and mother of a Bryn Mawr student, said: "I don't object to girls smoking, but I see much harm in any prohibition on the conduct of the college girls. They should make their own decisions."

"MADAME BUTTERFLY" TAKES ADDITIONAL SPACE

The "Madame Butterfly" manufacturer, George Zifferblatt & Company, have taken over the first floor of the factory at 324 North Ninth Street, in order to increase the capacity for manufacturing on the upper floors. This move was made necessary through the increasing demand for their brand. The first floor will be used for the offices of the firm, and the shipping department.

TWELVE PER CENT. RISE IN OCTOBER CIGAR WITHDRAWALS ANALYZED

The trade will be gratified to note that the October withdrawals of cigars show an increase of approximately 12 per cent. over the withdrawals in October, 1924.

This rather unusual rise seems to require some analysis. Hence this explanation.

It appears that in October, 1924, there was a strike in Tampa, by reason of which the withdrawals for consumption in Tampa during that month aggregated only 22,500,000 cigars, while the normal withdrawals for that month should have been approximately 56,000,000. Thus, due to the Tampa strike, in October, 1924, there was a loss in withdrawals of approximately 33,500,000 cigars.

Deducting the October, 1924, loss of 33,500,000 cigars, due to the Tampa strike, from the increase of 79,611,000 cigars registered last month, the net increase for last month would be 46,111,000, or 6.81 per cent.

Hence, to figure conservatively, the last month's increase should be reduced from 11.76 per cent. to 6.81 per cent.

However, in view of the record of the cigar industry in the last few years, even this reduced increase of nearly 7 per cent. will, we are sure, be welcomed by the trade as a most agreeable showing. Perhaps the very prospect of getting a much-needed tax reduction has already served as a stimulus to the business.

It may also be interesting to note that the various classes of cigars are now divided as follows:

	First 10 Months Calendar Year, Per Cent.	*October, 1925, Per Cent.*
Class A	44.25	45.04
" B	16.86	15.30
" C	36.34	36.56
" D	2.03	2.26
" E	.52	.84
Total,	100.00	100.00

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of October, 1925, and are issued by the bureau. (Figures for October, 1925, are subject to revision until published in the annual report.)

Products.	*October, 1924.*	*October, 1925.*
Cigars (large)—		
Class A .....No.	245,861,110	302,338,133
Class B .....No.	128,547,975	114,435,238
Class C .....No.	245,210,818	271,012,609
Class D .....No.	10,868,963	17,051,228
Class E .....No.	4,741,699	6,384,981
Total	635,230,565	711,222,189
Cigars (small) .....No.	53,253,200	41,311,100
Cigarettes (large) ....No.	1,986,907	3,778,300
Cigarettes (small) ....No.	6,488,186,913	6,925,426,603
Snuff, manufactured ..lbs.	3,486,724	3,463,629
Tobacco, manuf'ctured lbs.	34,556,245	34,597,221

Note.—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of October.

Products.	*October, 1924.*	*October, 1925.*
Cigars (large)—		
Class A .....No.	14,415,700	16,545,175
Class B .....No.	1,586,325	1,072,050
Class C .....No.	6,445,460	5,488,900
Class D .....No.	12,125	31,850
Class E .....No.	.....	2,500
Total	22,459,610	23,140,475
Cigars (small) .....No.	2,000,000	1,000,000
Cigarettes (large) ....No.	1,100,000	100,000
Cigarettes (small) ....No.	40,390	41,500

Tax-paid products from the Philippine Islands for the month of October.

Products.	*October, 1924.*	*October, 1925.*
Cigars (large)—		
Class A .....No.	18,522,720	21,852,125
Class B .....No.	412,895	245,930
Class C .....No.	315,259	96,906
Class D .....No.	2,419	2,064
Class E .....No.	4,655	60
Total	19,257,948	29,197,085
Cigarettes (small) ....No.	10,800	167,670
Tobacco, manuf'ctured lbs.	31	169

Note.—Quantities of tax-paid products shown in above statement are indicated by stamp sales reported for the month.

PARIS HOTELS FORBID SMOKING IN BED

"Smoking in bed is prohibited," is the latest notice to be found posted in a number of Paris hotels. A hotel proprietor in the Champs Elysees says the practice of smoking in bed—especially by his women clientele—costs him more than 3000 francs a month in the way of burned pillows, sheets and carpets. The risk of setting the hotel afire he does not take into account.

Recently Count de Zoglieb, an Italian, narrowly escaped being burned to death in his bedroom in the Rue Washington. He had fallen asleep while smoking a cigarette.

KEISER & BOASBERG RETIRE FROM BUSINESS

After being thirty-eight years in the leaf tobacco business, Keiser & Boasberg, of Buffalo, N. Y., have announced to the trade that they have sold their buildings and will retire from the industry.

The firm was founded in 1889 by August Keiser and Emmanuel Boasberg, who a little later took into the firm the son of Mr. Boasberg and two brothers-in-law.

Although the elder members of the firm have not been active in its management for several years, their actual retirement from the field will be accepted with deep regret by the trade.

The younger members of the firm have not made any announcement as to their plans for the future.

EDITORIAL COMMENT

THE State of Missouri wishes to provide a permanent fund for the support and maintenance of the public schools, and several universities, including five teachers' training colleges.

A proposed amendment to the State Constitution has been drawn up to be submitted to the voters of that State on November 2, 1926.

It includes a section (Section 7b) providing for a tax on all cigars and cigarettes sold. The proposed section reads as follows:

"Section 7b. There shall be levied and collected a privilege or license tax upon each package of cigarettes and each cigar, sold at retail within the State of Missouri, said tax not to exceed ten per centum of the retail value of each package of cigarettes, and each cigar sold. All moneys derived from said tax shall constitute a permanent fund for the support of the free public schools of the State of Missouri, the State University, including the Rolla School of Mines, the State Teachers' Colleges, and the Lincoln University, and shall be and stand appropriated, without legislative action, and for no other use or purpose whatsoever."

On the one hand the House Ways and Means Committee, composed of both Republicans and Democrats, have unanimously agreed to recommend a reduction in the internal revenue tax on cigars, and now the State of Missouri seeks to place a retail tax on the sales of not only cigarettes but cigars as well.

The Cigarmakers Union No. 44, of St. Louis, has been granted a conference with Governor Sam Baker, on Monday, November 30th. Let us hope that they can secure his influence to withdraw the proposed levy on the cigar and cigarette.

The small cigar manufacturers of the Middle West are disappearing at an alarming rate. Many of these men also operate retail stores for the disposal of their products. The proposed bill apparently has for its object the further elimination of the small manufacturer.

But it does not stop there, for it will seriously affect the sale of every cigar brand sold in the State of Missouri.

Schools have always inveighed against the use of tobacco and we have no quarrel with any act to prevent its use by those who have not reached maturity. But it seems to us a queer standard of morals to condemn an article classed practically as a necessity to the male adult, and on the other hand, to build up a permanent education fund by oppressive taxation on the same product.

If this proposed tax drives business from the State, how much revenue will be derived as a result of the passage of the bill?

Does the State of Missouri seek to develop bootlegging in cigars and cigarettes?

Just what is behind this measure to tax the cigar and cigarette industry? Or perhaps, better, who is behind it?

We wonder!

RIGHT on the edge of the Holiday Season the news from the Internal Revenue Bureau that cigar production in October, 1925, has jumped more than 75,000,000 ahead of the same month in 1924, should start the trade off full of enthusiasm toward a record December.

Of course, there were circumstances that may have contributed to make October production look larger than it really was, but with all allowances it is obvious that there was a "punch" to the October business.

We need a good many months like this past October to bring the statistics back where they belong, and no more encouraging figures can be offered as a mark to shoot at.

What has been accomplished once can be done again with the proper direction and effort behind it. We still insist that the place for the "big play" is with the retailer. He is the one who has contact with the public. He knows how his smokers like their merchandise, and many a manufacturer has lost a cozy corner for his brand by trying to force a dealer to take some fad wrapping or packing that he didn't want, and felt that he could not sell.

Incidentally what has happened to the slogan, "After All Nothing Satisfies Like a Good Cigar"? We notice both in newspaper and tradepaper advertising that it is disappearing.

What is the matter? Don't the manufacturers believe it themselves?

No wonder the cigar industry has had housemaid's knee.

CEDAR CREST COLLEGE FORBIDS CIGARETTES

Dr. William F. Curtis, president of Cedar Crest College in Allentown, Pa., stated on Friday last that there would be no smoking of cigarettes by the girls attending his college if he knew it.

He stated that he might be called old-fashioned, but that his contentions were that there was something about women which does not admit of cigarette smoking and what it leads to. "As long as I am at Cedar Crest, cigarette smoking will not be tolerated."

"LUCKY STRIKES" TO BE SHOWN AT TOBACCO SHOW

Announcement has been made that the American Tobacco Company will have a working exhibit at the next Tobacco Industries Exposition to be held in Grand Central Palace during the week of January 25 to 30, inclusive, 1926. This exhibit will show to the public the methods used in the manufacture of "Lucky Strike" cigarettes, and is in keeping with the idea of the exposition, that of educating the public in regard to the sanitary methods used in the manufacture of cigars, cigarettes and tobacco products.

This will be the fourth annual Tobacco Industries Exposition and promises to be the best one so far.

TAMPA

Freight Embargo Now Has Manufacturers Worried—Machinery Becoming More Popular—All Factories Busy

ALL freight for Tampa is two and three weeks behind and I notice that the machine men, and also the cigar manufacturers who have bought cigar machinery, are wearing rather a long face over this delay as they want to install the machines according to their plans and the manufacturers want the machines, and so are keeping the machine men on the jump.

A. Fernandez, of the Nordac Cigar Company, reports a dandy business on "Nordic" cigars. They are sold by every good dealer in Florida and are distributed by Davis, Diekle & Co., of Tampa. The Nordac Cigar Company will install Colwell long filler bunch machines and expect delivery about January 1.

E. S. Thompson, sales manager of the Garcia Havana Company, is now on a trip over the country and every mail brings in orders, proving that "Champ Clark" cigars are living up to their slogan: "Years Ahead." Their Christmas package is one of the finest I have seen.

The Hava-Tampa Cigar Company is so far behind with their orders that they are working part of their large force at night trying to catch up.

Mariano Alvarez has returned from a business trip to New York and Connecticut and brought back with him A. Santaella, who will be here most of the winter.

I visited the Cuban-American Cigar Company, of Bartow, today, and found them very busy and away behind on their orders. This busy house is getting a fine production from their several units of Colwell long filler bunch machines and Universal scrap bunch machines, hitched up to the Turrett rolling machines. This busy house will receive next week another shipment of Colwell long filler bunch machines and Turrett rolling machines, also Universal Tobacco Machine Company's filler butting machines. This company has a large new and modern factory built the first of this year and when they have all the machinery installed that they have ordered, they will have one of the largest and most modern factories in the South.

F. C. Preston, of the Preston Cigar Company, reports that he expects the shipment of a number more Turrett rolling machines to take care of his business next year. F. C. is a hustler.

A. Gumpert, of Philadelphia, visited the factory here the first of the month with a view of enlarging it and increasing production on his "Philadelphia Club."

The factory of Ramon Alvarez & Company is one of the busiest factories here and they say that 1925 is going to be the best year in their history, which they say is only due to the superior quality and the attractive sizes they are giving the trade in Tampa in their "Commercial" and "Ramon Alvarez" brands. They are making plans now for installing additional Colwell bunch machines to try and catch up their production.

The Tierra Del Lago Cigar Company reports a substantial increase in business on their "O U No" brand and "Absoluto." This concern is one of the oldest here and has a large clientele from coast to coast. They are putting out a classy Christmas package which can not fail to please.

I called on Perfecto Garcia and Brother today, and found everyone very busy getting out their holiday packings.

New Berriman, of Berriman Brothers, reports that the holiday rush orders are larger this year than ever before. They are a very busy house here.

Fred Haas, of the Arguelles Lopez & Brothers, Incorporated, is a very busy man these days getting out their holiday orders.

TAMPA.

DIVIDENDS DECLARED

The American Tobacco Company has declared the regular quarterly dividend of 1½ per cent. on the preferred stock of the company, payable January 2 to stockholders of record December 10.

Otto Eisenlohr & Brothers, Incorporated, have declared the regular quarterly dividend of 1¾ per cent. on the preferred stock of the company. The common stock of this company is showing considerable activity on the local market.

The William Wrigley Company has declared an extra dividend of fifty cents a share on the outstanding stock.

The Consolidated Cigar Corporation is expected to report net earnings of approximately $1,000,000 for the ten months period ending October 31. This is equivalent to about $7.25 per share, and the total per share for the entire period should reach about $9, as compared with $5.40 for the year 1924.

PHILADELPHIA.

HOW are your plans progressing for the holiday business? As a weekly grocery paper puts it: "Are you ready for the holiday business, or are you ready to let it go to the chain stores? You must be ready for one or the other." There is every indication that the holiday business on cigars, smokers' articles, and other tobacco products this year will be excellent, and with the distribution of Christmas club checks about to begin, there is no time to be lost by the retailer if he is to get his share. Bring out your Christmas packings and have them attractively displayed in the window and on your shelves and you will be surprised how early they will disappear.

The ladies are going to buy more tobacco products this year than ever before for their husbands and sweethearts, but they will never put their foot inside many cigar stores unless they are cleaned up and made more attractive. Don't be afraid to spend a few cents a day to have your store brilliantly lighted. It will repay you many times.

If it is possible you haven't ordered your holiday goods, you had better call a special messenger and send your order in or you may be making feeble apologies a few days before Christmas on account of not being able to supply some of your good customers with the holiday packings for their gifts.

"THOS. R. MARSHALL" CIGAR ON MARKET

W. K. Gresh & Sons, Inc., of Norristown, Pa., are producing a good five-cent cigar under the label "Thos. R. Marshall." The distribution of this cigar for Philadelphia and vicinity has been taken on by Dusel, Goodloe & Co., of North Seventh Street, this city, and since this well-known house does not take on anything unless they are first assured that the quality is there, it is a foregone conclusion that this cigar has the goods and will be a big seller in this territory. The cigar is a long filler with imported Sumatra wrapper.

STANLEY SHEIP A VISITOR

Stanley Sheip, of the cigar box lumber manufacturing firm of Jerome H. Sheip Company, Incorporated, Mobile, Ala., was a visitor in Philadelphia last week on a short vacation trip. He left Wednesday night for New York City enroute to Lake George, where he spent Thanksgiving. He was accompanied by his wife.

A. B. S. OFFICIAL A VISITOR

John A. Campbell, of the American Box Supply Company (everything for the tobacco industry except tobacco), arrived at the Adelphia last week, accompanied by Thomas Thurlby, owner of the "Green Seal" label, and Frank Ahrenhoester, sales representative of the American Box Supply Company, of Detroit. Mr. Campbell left for New York City on Sunday night, enroute for Detroit, and Mr. Ahrenhoester is making Philadelphia his headquarters while visiting the trade in surrounding territory.

"NATURAL BLOOMS" GOING BIG

"Jimmy" Goldwater, of the firm of Harry Blum, New York City, has returned to headquarters following a visit to this city, Washington and Baltimore, booking orders for "Natural Bloom" cigars. This quality cigar is steadily gaining in popularity in the local market under the able guidance of Dusel, Goodloe & Co., local distributors.

EISENLOHR INTRODUCES NICKEL CIGAR

Last Monday the sales organization of Otto Eisenlohr & Brothers, Incorporated, started a drive on their new nickel smoke, "Henrietta Junior." This is a long filler Sumatra wrapped cigar and promises to become a big seller with the Eisenlohr reputation and experience in cigar manufacturing behind it.

"OPTIMO" BOOSTER IN TOWN

Abe Caro, of the sales force of A. Santaella & Company, of New York City, arrived in town on Monday to assist the local distributors in boosting "Optimo" cigars. Yahn & McDonnell are the local distributors, and they report that the demand far exceeds the supply for this splendid cigar for the holiday trade.

BATES JOINS MAZER-CRESSMAN

Charles Bates, who has been out of the cigar industry for some little time, has returned to the fold and is now associated with the local sales force of the Mazer-Cressman Cigar Co. He was formerly associated with Otto Eisenlohr & Brothers, Incorporated.

KRAMER OFF FOR PORTO RICO

Louis Kramer, of Bayuk Cigars, Incorporated, left last week for a visit to Porto Rico in the interest of his firm.

MANILA NEWS AND NOTES

The better grade of Class A Manila cigars are making rapid progress and staple brands are much in demand.

C. A. Bond, Philippine tobacco agent, spent two days at Washington the latter part of the week in consultation with General Frank McIntyre, head of the Bureau of Insular Affairs.

David F. Morris, tobacco agent of the Philippine Government, has returned from Los Angeles to San Francisco. During his stay in the southern countries he made an extensive survey of the cigar market and his report over conditions is very optimistic.

A wire from San Francisco sent to the New York office by Mr. Morris, states that importations on the coast are breaking records, but that the demand continues to be much greater than the supply. Mr. Morris also states that prospects for the cigar trade generally, for the holidays are very favorable.

Treatises of tobacco diseases, such as damping-off, bacterial wilt, fusarium wilt, root-rot, rood-knot, sclerotijm blight, mosaic and cercospora leaf spots, their propagation causes and symptoms, and measures for their control, are in a new circular issued Saturday by the Bureau of Agriculture of the Philippine Islands in connection with its new drive for increased tobacco production.

Supreme Court of the United States has announced that it would review the case of Carl Franz and Otto Ingennohl against Walter E. Olsen & Company, to pay a judgment obtained in Hongkong for the use of trademarks in the manufacture of cigars in a factory in Manila which Ingennohl had owned, but which was seized by the alien property custodian during the war and sold to Olsen & Company.

The shipments from Manila to the United States during the month of October, amounted to 23,000,000 cigars. During the past three months the Manila imports compare favorably with the boom years of 1918, 1919 and 1920. There is a marked difference, however, in the character of the business. During the war, Manilas were sold almost entirely as jobs. At the present time, 90 per cent. of the Manila business is built on staple brands, and it depends on the demands of the smokers entirely for its support.

UNITED TO ACT ON SPECIAL DISTRIBUTION

Directors of the United Cigar Stores Company expected to meet yesterday and it was expected that a plan would be presented for a special distribution of profits to stockholders. It was anticipated that this special distribution would equal about $20 a share on the outstanding stock of the company, and would in no way affect future dividends of the company.

Harry Boston, the genial sales representative of Wm. Demuth & Company, manufacturers of "W. D. C. Milano" pipes, was a visitor here recently, making the rounds of the retailers, who find his line profitable and a quick seller.

NICOTINE
DENATURING GRADE
Conforms to specifications of U. S. Bureau of Internal Revenue
INQUIRIES SOLICITED
We Also Manufacture
NICOTINE SULPHATE
DENICOTIZED TOBACCO
(Antiasthmatic)
TOBACCO FLAVORS
TOBACCO EXPORTS CORPORATION
Bridgeport, Conn., U. S. A.

FURTHER REDUCTION IN CARLOAD FREIGHT RATES ON CIGARS

After Two Year Battle, T. M. A. Finally Gets Desired Rating

With the issuance of an order by the Interstate Commerce Commission requiring the railroads to establish a second class rating on cigars, with a minimum weight of 24,000 pounds, subject to Rule 34, the efforts of the T. M. A. extending over a period of two years to obtain a workable carload rating on cigars have finally been successfully concluded.

The subject of carload rating on cigars first came up at the 1923 Convention of the T. M. A. when it was brought out that the railroads in maintaining a first class rating on cigars, any quantity, did not recognize the principle that lower freight rates should apply on cigars when shipped in carload lots than when forwarded in small lots, and some of the larger shippers felt that the carriers should be forced to grant such an adjustment.

Application was promptly made by the T. M. A. through its traffic department to the Classification Committees of the railroads, but after unusual delay, the request was denied.

A formal complaint was thereupon filed with the Interstate Commerce Commission asking for this adjustment and naming thirty-nine of the country's principal railroad companies as defendants.

After the hearing the I. C. C. examiner rendered a tentative report which was only partially favorable in that he recommended a second class rating with a minimum weight of 30,000 pounds. Upon the filing of this preliminary report, the T. M. A. entered an emphatic protest against the establishment of the 30,000 pound minimum as excessive and unreasonable, but this rate was nevertheless established.

Recognizing, however, that a 30,000 pound minimum was impracticable so far as cigar manufacturers were concerned, the T. M. A. again formally took this matter up and finally succeeded in having the Interstate Commerce Commission reopen the case. The order just issued is the result of this reopening of the matter.

The new rate has been published by the carriers in the current supplement to the Consolidated Freight Classification and will become effective December 19, 1925.

After all nothing satisfies like a good cigar

FIVE-CENT CIGAR STAGING COMEBACK

13,000,000 Increase in Consumption in July.

That the five-cent cigar is coming back into popularity is indicated by the report of the Internal Revenue Department showing an increase of 13,000,000 in the consumption of that priced cigar in July, compared with the previous month. Those who have made a study of the situation expect the five-cent cigar to rejuvenate the industry, and Wall street is becoming quite bullish on the cigar stocks as a result.

The belief is expressed in some quarters that the cigar business is on the eve of a substantial boom. This opinion is based on the good prospects for this year's crop and the perfection of new types of machinery for the manufacture of cigars.

Cigar companies will be required to pay less for their tobacco this year. The crop which was put on the market early this week is selling 50 per cent under the prices of 1920 and 20 per cent less than those of last year.

It is said that this year's crop is of much better grade than for some years. This is attributed to the good growing weather at the critical period of the season and to the fact that more fertilizer was used at planting time.

The cigar industry has been in bad condition for some time. In 1920 most of the larger manufacturers were caught with very big inventories of high-priced tobacco. They were forced to raise the price of cigars, and as a result many cigar smokers turned to the cigarette and pipe. The consumption of cigars decreased materially as a result.

The effect on the industry is seen by the number of companies that quit the business entirely. In 1910 there were 22,519 registered factories in the United States, while in 1922 this number had decreased to 11,576. The number no wis even smaller.

The prosperity of the cigarette manufacturers as contrasted with the cigar makers in recent years is explained to be due partly to the fact that anybody with a few dollars could set up a cigar factory, while large expenditures were required to go into the manufacture of cigarettes.

Today the competition is less severe on account of the new cigar making machinery, which, while very economical, is too high priced for other than a large company to invest in. This is illustrated by statistics showing that in 1923 300 factories were producing about 50 per cent of the cigars consumed, while at the present time twenty-two companies are proding about 65 per cent of the total consumption. It is predicted that half a dozen of the larger companies will be producing from 80 to 90 per cent of the total consumption within the next two or three years.

It is contended that the smaller competition will react favorably to the larger companies left in the field, and that the business, which in years gone by constituted individual enterprise, will rise to the dignity of big business. The larger companies will be enabled to center extensive advertising campaigns and popularize a few particular brands all over the country.

RECEIPTS DECLINE

U. S. and Mexican Smelters Get

Reprinted from N.Y. Telegram Sept. 12 1925

Making the 5c Cigar At A Profit

"WHAT the country needs is a good 5 cent cigar" remarked the late Thomas R. Marshall, former Vice-President of the United States and sure enough we shall soon have that good 5c cigar available in unlimited quantities throughout the land.

Cigar manufacturers know that the main drawback to the production of a really good nickel cigar in the past has been the lack of a sufficient margin of profit to make it worth their while.

There is no question regarding the demand. There can be no question regarding the popularity a good five-center would enjoy. Two very important questions have been labor cost and quantity production.

The Model L Universal Scrap Bunching Machine makes possible the production of a good 5c cigar through low labor cost and quantity production by reason of the following features of its operation:

1—Bunches are produced at a labor cost of 75c to $1.00 a thousand.
2—400 to 450 bunches may be produced in an hour's time.
3—It can be depended upon to turn out uniform, free-smoking bunches.
4—Any size scrap can be worked up to 1⅜".
5—Any size or shape cigar can be made on the same machine.
6—Right or left hand bunches made on same machine.

These are six of the features that are now selling the Model L Universal Scrap Bunching Machine in increasing quantities to cigar manufacturers.

It is in use in Union as well as open shops—large factories as well as small. One of the largest scrap cigar manufacturers in the country recently purchased sixty of them.

The Model L Universal Machine is the answer to the 5c cigar question. It fills the vital need of quantity production at low cost and has been developed to a point of efficiency, speed and accuracy that completely overcomes all objections experienced in the past with scrap bunch machines.

Let us prove its economy to you as compared in speed and savings with hand labor in your own factory. *Further facts upon request.*

Cost of Model L Universal Scrap Bunching Machine is $850 complete, F.O.B. Newark., N. J., U. S. A.

It can be purchased on convenient time payment terms. Six months to complete payments.

Universal Tobacco Machine Co.
116 West 32nd Street
NEW YORK U. S. A.

Tobacco. Big news comes this week from the cigar manufacturers; the pity is that the former vice-president, Thomas R. Marshall, author of the saying, "What the country needs is a good 5 cent cigar," could not have lived to hear it. For we are promised that the 5 cent cigar is to be restored in all its pristine quality. As everyone knows, the cigar manufacturers have been left standing still in recent years while the use of cigarettes has made phenomenal gains, and they look to restoration of a good five cent cigar as a forward step to maintain their position. In July 575,800,000 large cigars were manufactured against 593,000,000 last year, and of cigarettes 7,600,000,000 against 6,580,000,000.

(Reprinted from Commerce and Finance, Sept. 16, 1925)

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Board of Tax Appeals Renders Decision of Vast Importance to Tobacco Industry

CORPORATIONS in the tobacco industry which during the life of the excess profits tax were subject to that section of the law may be vitally affected by a decision just rendered by the United States Board of Tax Appeals, holding that Federal tax payments as well as other taxes, and including assessments of deficiencies for prior years, are current expenses and do not affect invested capital.

The case arose out of an assessment by the Commissioner of Internal Revenue in 1925 of additional taxes for a deficiency in tax in 1919. The regulations of the bureau provide that additional assessments of tax should reduce the taxpayer's invested capital for the year to which the assessment applied, while the taxpayer claimed that the payment was an expense for the year in which made and should not affect the invested capital of the earlier year. The board ruled in favor of the taxpayer, holding that the regulations in question were erroneous.

It is understood that this decision is one of the most far-reaching yet rendered by the board and that thousands of corporations which were subject to the excess profits tax during its life will be able to file applications for refund, if the commissioner acquiesces in the decision or, as it is very likely he will do, he carries the case to the courts and the board is upheld.

The determination of invested capital is one of the most important points in assessing the excess profits tax, since the corporation is permitted an exemption of 10 per cent. on its invested capital and any action which tends to reduce the amount of invested capital results in increasing the tax through a corresponding reduction in the amount of exemption.

Christmas Club Distributions to be Big Aid to Tobacco Industry

Well over $300,000,000 is now being distributed among the 7,000,000 members of Christmas clubs operated by banks throughout the country, according to figures received in Washington, representing the largest contribution to the business of the country ever made by this means. While much of this money, of course, will form the basis of future savings or go for necessary expenses, vacations or other purposes, it is estimated that approximately $150,000,000 will find its way into the hands of tobacco and other merchants within the next month.

The distribution of this money by sections, through the 6800 banks which this year conducted Christmas clubs, shows that the States of New York, New Jersey and Pennsylvania lead with $126,000,000, followed by Ohio, Indiana, Illinois, Michigan and Wisconsin, with $67,000,000; New England, $42,000,000; Washington, Oregon and California, $18,000,000; the South Atlantic States, $17,000,000; the North Central States, $14,000,000; Kentucky, Tennessee, Alabama and Mississippi, $12,000,000; Arkansas, Louisiana, Oklahoma and Texas, $10,000,000; and the Mountain States, $5,000,000.

Instalment Buying Constitutes Serious Menace to Business

Unchecked instalment business will eventually be the death of commerce in the United States, it was declared by delegates to the annual convention of the Association of National Advertisers during discussion of this method of selling goods.

While a number of advertising men expressed the belief that the instalment method held a well-defined and legitimate place in the distribution of merchandise, others declared it should be checked without delay. Charts prepared by the Boston Federal Reserve Bank were introduced to show the effect of this form of buying on business in general, which indicated that cash sales in Boston department stores now are less than a year ago while instalment sales have greatly increased, in some instances as much as 78 per cent.

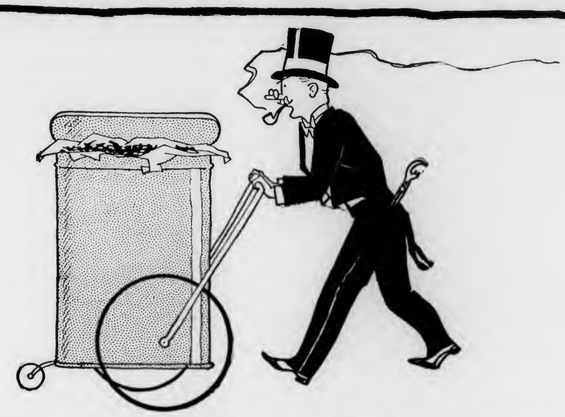
Delegates asserted that the consuming public is now paying a premium of $800,000,000 annually in excess prices on goods sold on the instalment plan, because of the higher rate of mark-up on instalment goods.

Extra Payments on Machinery Not Deductible on Income Tax Returns

Payments additional to the regular rental for cigar banding machines are a capital expenditure and not an annual expense, according to the decision of the United States Board of Tax Appeals in the case of H. Fendrich, Incorporated, cigar manufacturers at Evansville, Ind.

In 1920 the company entered into an agreement with the International Banding Machine Company, as lessor, for the use of ten banding machines for a period of five years, the agreement providing for an initial payment of $500 for each machine and $150 per quarter rental. The company charged the $5000 payment to expense and claimed the full amount in its income return as a deduction. The commissioner held the payment to be a capital expenditure and allowed a deduction of only $666.67, on the theory that the payment should be pro rated over the life of the agreement, resulting in a tax deficiency of $3742.32. His determination is upheld by the decision of the board.

(Continued on Page 16)



To men who still cart their tobacco around in a heavy tin

All thru the ages — Stone Age, Iron Age and Card-board Age — tobacco transportation has been a tough task... Then the Tin Age, and for years, now, smokers have bravely borne the weight and expense of the tin... But comes the dawn of a new day . . . The tin has been canned... Granger's new foil package takes an awful load off men — for it's not only light weight but it cuts out the heavy "carrying charges" on tobacco.

No tins, no fancy frills— but, man—what tobacco!

Granger's new foil-package is a hit with smokers everywhere. Convenient, yes, but what's more important it cuts out the costly tin —gives smokers for ten cents, tobacco of the same fine quality that costs fifteen cents in tins.

Packed in heavy foil instead of tins—*hence* 10¢

LIGGETT & MYERS TOBACCO CO.

PUTTING ONE OVER ON THE "BOSS"

By M. L. Hayward

"If there is one thing that I insist on, over and above everything else," the tobacco dealer explained to his employees, collectively and individually, "it's that every individual on our payroll from the janitor up shall absolutely refrain from speculation of every sort. Other things might possibly be overlooked, but speculation in any form means swift and sudden dismissal."

"I appreciated what you told us today about keeping clear of speculation, and it certainly appealed to me, for I have surely suffered through the operations of the stock market," the bookkeeper explained just before closing time. "A maiden aunt left money enough to put me through college, and the executor lost it in Wall Street, shot himself, and his estate paid five cents on the dollar."

"Well, you've had your lesson, without any personal fault of your own," the tobacco man assured him.

"And I made up my mind that whenever I got a few dollars ahead I'd put it in something safe and sane," the bookkeeper went on. "I've got $500 saved, and I've given the Provincial Investment Company an order for $600 worth of Liberty bonds. I was wondering if you would be willing to let me have the $100, and hold back 50 per cent. of my wages until it's paid."

"I'd be delighted to do so, as real thrift should certainly be encouraged in these degenerate days," the tobacco dealer assured him—and reached for his checkbook.

"And you might kindly make the check payable direct to the Investment Company," the bookkeeper suggested.

Half an hour later the bookkeeper was interviewing the manager of the investment company.

"I understand that you have a member of your corporation on the exchange, and that you carry margin accounts on the usual terms," the bookkeeper suggested.

"We certainly do," the manager assured him.

"And I want to buy 5 shares of Steel on the usual 20 point margin, if you'll accept my employer's check payable direct to you."

"Good as gold," the manager agreed, "booked" the order and accepted the check.

Just how the tobacco man "got wise," deponent saith not, but the next morning the bookkeeper received his pay check to the end of the current week, was told to seek employment elsewhere, and the tobacco man promptly stopped payment of the check.

"We'll sue you on the check," the investment company threatened.

"Sue away—the bookkeeper obtained the check falsely representing that it was to pay for Liberty bonds."

"But we took it in good faith, for value, and without any knowledge of how he had obtained it," the investment company protested. "That makes us a holder in due course."

"That would be true if the check had been payable to the bookkeeper, and he'd endorsed it to you, but it don't apply where the check was payable directly to you. In other words, the payee of the check cannot himself be a holder in due course," the tobacco man retorted.

This point came before the Illinois Court in a case reported in 137 Northeastern Reporter, 225, where the evidence showed that X owed Y, falsely represented to Z that he was buying an automobile from Y, got a check from Z in Y's favor on the mythical touring car, Y took the check in good faith, collected it, and then Z sued Y for the return of his money.

"I'm a holder in due course," Y contended.

"Not when you're the payee of the check yourself," Z retorted.

The Supreme Court of Illinois, in the case referred to, decided in favor of Y.

"The check here in question was complete when Y received it from X, and there was nothing in the character of the instrument to charge him with knowledge of any infirmity or put him on inquiry," said the Court.

The American courts are not uniform on this point, however. The courts of Alabama, Massachusetts, Pennsylvania and New York, have followed the same line of reasoning, and hold that the payee of a negotiable instrument may himself be a holder in due course.

On the other hand, the Iowa, Missouri, Oregon and Washington courts have arrived at the opposite conclusion.

IRISH TRADE JOURNAL LAUDS AMERICAN ADVERTISING

The *Irish Tobacco Trade Journal* in its November 15th issue, in commenting on advertising in America, says:

"Glancing through America tobacco trade journals, one cannot but be struck by the enormous part which advertising has played in building up the great prosperity which the United States enjoys, and one is forced to the conclusion that we in these countries have on the whole lamentably under-rated the great driving force of advertising.

"The American manufacturer and retailer has reduced advertising to a real science. They recognise, in the first place, that quality and price, reputation and service, must be considered. The manufacturer who makes all kinds of extravagant claims for his products is the greatest obstacle to sound advertising. The average consumer is not a fool. He realises certain fundamental facts, and he is more likely to be influenced by an honest, straightforward advertisement than by the grandiose pronouncements of those who attach a value to their wares far beyond what they are entitled to claim.

The Best Sellers

"The surest, steadiest and best sellers are those lines which have real merits and are thoroughly well advertised. No one knows this better than the retailer. Unknown brands, or comparatively unknown brands, have to take their chances. We had a striking example in England not long ago, where a great industry had to close down simply because it had failed to realise the importance of advertising.

"The industry in question was a long established one; its products were of first class value, but new firms came into existence and gradually ousted the old established firm, which was endeavouring to live on the high reputation which it had won for generations. The cause of its failure was admitted by those connected with the industry, but, unfortunately for themselves, they realised their error when it was too late. It is not an easy matter to recover lost ground in trade.

The Trade Press

"One of the leading mediums for advertising, according to United States advertising experts, is the Trade Press.

"Mr. Harry Miller Lydenburg, writing in the 'New York Times' recently on this subject, says:

"'Whether you raise chickens or sweep streets, or sell securities or insurance, or mine coal or run a steam engine, or preach sermons, or pick rags, or go down to the sea in ships, there is a trade paper devoted to news about your occupation.

One of the Camel Cigarette series now being run nationally in newspapers and magazines

When it's Christmas Eve—and the glistening tree is ready and trimmed with gifts and toys—when the peace and good cheer of Christmas are almost here

—have a Camel!

WHEN the happy work of Christmas Eve is done. And the clock calls the approach of midnight. When the gifts and toys are in their place on the children's tree—*have a Camel!*

For to those who think of others there is no other gift like Camel. Camel makes every great day greater, increases the gladness in giving, makes life's anticipations brighter. Camel, no cigarette ever was so good. Camels are made of such choice tobaccos, are so skilfully blended, that they never tire the taste, or leave a cigaretty after-taste. Into the making of this one cigarette goes all of the skill of the largest tobacco organization in the world.

So on this Christmas Eve, when your work for others is done—when you're too glad for sleep with thoughts of tomorrow's happiness, oh, then—taste the smoke that every day brings contentment to so many millions. Know the mellowest mildness, the most rich and fragrant taste that ever was put into a cigarette.

Have a Camel!

Camels represent the utmost in cigarette quality. The choicest of Turkish and domestic tobaccos are blended into Camels by master blenders and the finest of French cigarette paper is made especially for them. Our highest wish, if you do not yet know Camel quality, is that you try them. We invite you to compare Camels with any cigarette made at any price.

It is well to remember your few closest friends with a supply of Camels for Christmas Day and the days to come. Get your Camel cartons now and then they will be ready!

R. J. Reynolds Tobacco Co.

© 1925

News from Congress

(*Continued From Page 12*)

Philippine Exports Dropped Off in 1924

Exports of cigars from the Philippine Islands during the calendar year 1924 were the lowest of any previous year, with one exception, since 1916, it is shown by the annual report of the bureau of insular affairs, just submitted to the Secretary of War. The total exports during the year were 218,599,000, valued at $5,404,662, or an average value of $24.72 per 1000, against 280,755,000, valued at $6,169,944, or an average of $21.98 per 1000, in 1923.

Shipments of cigars to the United States dropped from 219,898,000, valued at $5,149,115, in 1923, to 175,762,000, valued at $4,419,782, in 1924, the report shows, but the average value per 1000 increased from $23.42 to $25.15.

Exports of leaf tobacco also fell off, totaling 47,803,706 pounds, with a value of $4,034,466, or an average of 8.44 cents per pound, in 1924, as compared with 53,528,374 pounds, valued at $3,636,710, or an average of 6.79 cents per pound, in 1923. Shipments to the United States were but 66,369 pounds, valued at $10,572, against 286,064 pounds, valued at $52,852, in 1923, and the average value per pound also dropped, from 18.48 to 15.93 cents.

Shipments of cigars from Porto Rico increased, totaling 186,017, valued at $7,105,508, against 175,289, valued at $5,460,119, in 1923. The average value increased from $31.15 per 1000 in 1923 to $38.20 in 1924. All of these cigars were shipped to the United States. Tobacco shipments dropped from 19,944,653 pounds, valued at $12,578,448 in 1923 to 18,002,340 pounds, valued at $9,156,480, in 1924, the value per pound dropping from 63.07 to 50.86 cents.

Merchants Warned to be More Careful in Accepting Post Office Money Orders from Strangers

The attention of the Post Office Department has again been drawn to the unusual activity displayed by money order thieves and forgers, and it has been noted that the greatest number of losses on account of the cashing of spurious orders has fallen on merchants and other business men, according to a statement just issued.

This situation appears to be partly the result of failure of the department promptly to receive notice of the theft of blank money-order forms, but in most instances the losses are due to the fact that the same care is not used in the acceptance of postal money orders as in personal checks or other negotiable paper. In many cases the mere fact that an order is drawn on a form provided for that purpose by the Government is taken as sufficient evidence that it represents a valid obligation on the part of the Post Office Department, regardless of the identity of the person by whom it is presented.

Members of the tobacco industry asked to cash money orders or accept them in payment for goods by strangers should assure themselves of the validity of the order before acceptance.

BUSINESS CONDITIONS

The National Bank of Commerce in New York City, in its monthly bulletin on business conditions, says:

"Business is excellent and a spirit of optimism is spreading. Production of iron and steel is increasing, other industries are showing less than a normal seasonal decline and the next few months may see a marked expansion of operations in those lines of business which until now have shared least in the upward movement that has been under way since midsummer of 1924.

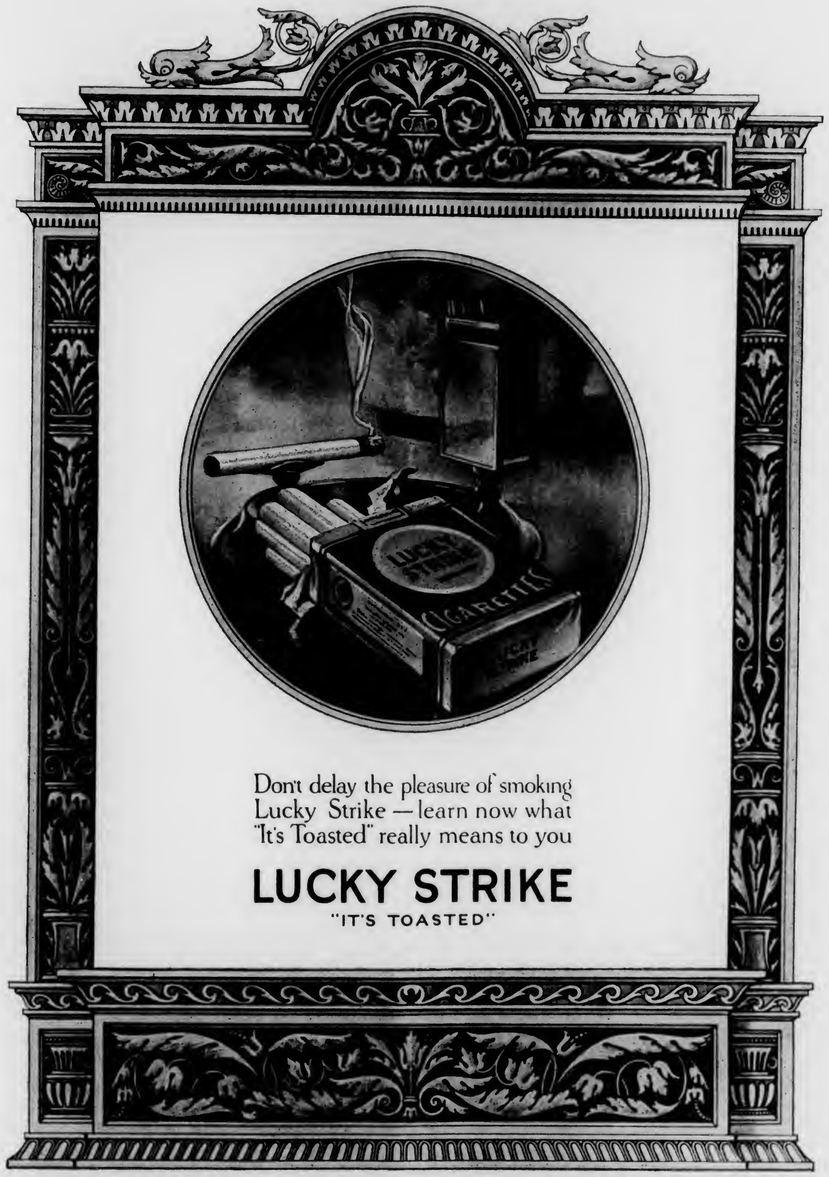
"What is the real meaning of this tendency toward expansion in productive and merchandising enterprise? Are there reasons for believing that consumption will expand at least as rapidly as production, or is the upward trend in output an indication that once more American business is to pass through the old cycle of overproduction, followed by financial and industrial depression and all its accompanying ills? There are those who believe that the latter course of events can not be escaped and in support of their contention they point to the feverish stock markets which are regarded as being the result of high earnings of corporations and a super-abundance of funds. This school of thought takes the position that speculation will pass from the stock markets to the markets for raw materials and finished goods, that labor will demand higher wages as its share in the general prosperity, and that in consequence of this and other factors costs will rise, prices advance further and credit strain develop, until at last the whole structure falls of its own weight and the country enters on a period of lessened business and reduced prosperity.

"In so far as increased production is in anticipation of consumer demand during the winter and early spring months it is justified, on the basis of greatly improved conditions in agricultural regions and high purchasing power of all those dependent on industry, whether as employees, who have enjoyed a long period of steady work at good wages, or owners of businesses whose high profits are the result of well-sustained operations. The comparative stability of commercial loans is a certain indication that goods are passing promptly into the hands of final consumers, and convincing proof that thus far the speculative spirit of the stock market has not warped the judgment of manufacturers and merchants. Too much emphasis can not be laid, however, on the point that immediate consumption requirements reflect what has happened, not that which is yet to occur. Failure to recognize this has frequently been a major cause of business woes. Plans beyond late winter or early spring should be made only after the most critical consideration of influences which may be operative then, for with the existing industrial capacity and a tendency to make full use thereof production could easily overtake consumption."

GEORGE B. SCRAMBLING A VISITOR

George B. Scrambling, of the George B. Scrambling Company, Cleveland distributors of the "La Palina" cigar, was a visitor to the factory of the Congress Cigar Company, a short time ago.

The Guinco Cigar Lighter has been taken on by Yahn & McDonnell for distribution in this territory. The lighter is manufactured by the S. E. Guinn Manufacturing Company, of Johnson City, Tenn., and has been gaining in popularity for some time.



BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

SUPPLIES

PAPER BAGS.

Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.

Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.

THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

NIC. ALTHAUS CO MANUFACTURERS OF NICOLA GRADE CIGAR BOXES CEDAR SAW AND PLANING MILLS LABELS, RIBBONS, CIGAR MAKERS SUPPLIES ESTABLISHED 1875. TEL. 4270 LEXINGTON 637-641 EAST 17 ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS

CIGAR BOXES

109 N. Orianna Street

PHILADELPHIA, PA.

Monroe Jarrett Sons

WOODEN CIGAR BOXES

TRADE *JARSO* MARK

Randolph and Jefferson Streets

Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MI NARCISO:—44,403. For cigars. October 27, 1925. A. N. Rodriguez, New York, N. Y.

MILTBY:—44,404. For cigars. November 9, 1925. Geo. Waldkoening, Baltimore, Md.

BOBBY'S GOLFER:—44,406. For smoking pipes. November 12, 1925. Dasco Import Co., Inc., New York, N. Y.

TIVOLI:—44,408. For cigarettes and tobacco. October 24, 1925. West Indies Tobacco Co., New York, N. Y.

CRESCENT:—44,409. For pipes and smokers' articles. November 16, 1925. Kaufmann Bros. & Bondy, New York, N. Y.

KICK OFF:—44,410. For all tobacco products. November 18, 1925. American Litho. Co., New York, N. Y.

MOUNTAIN TROUT:—44,411. For cigars. October 5, 1925. A. E. Spriggs, Joplin, Mo.

W R V A:—44,412. For all tobacco products. Registered November 21, 1925. Larus & Bro. Co., Inc., Richmond, Va.

SONADA:—44,413. For cigars, cigarettes and tobacco. November 21, 1925. Michael Ibold, Inc., Cincinnati, Ohio. (Originally registered December 28, 1905.)

THE DRINKLESS PIPE:—44,414. For pipes and smokers' articles. November 23, 1925. Reiss-Premier Pipe Co., New York, N. Y.

STUDENT PRINCE:—44,415. For cigars. November 23, 1925. The Mendelsohn Co., Inc., Cleveland, Ohio.

TRANSFERS

KING & QUEEN:—33,036 (Trade-Mark Record). For cigars and cigarettes. Registered September 9, 1907, by Petre, Schmidt & Bergmann, Philadelphia, Pa. Transferred to Preferred Havana Tobacco Co., New York, N. Y., November 10, 1925.

THE IDEA SHOP

If there were in your city or village a specialty shop where ideas were sold, or if there were an idea department store where you could hunt up the proper department and select such ideas as you wanted for use in certain instances, would you patronize that shop?

Of course you would. There wouldn't be a week, perhaps not a day, when you wouldn't drop into the Idea Shop to get a suggestion to use in some phase of your business.

There is just one reason why you do not have an Idea Shop in your city.

That reason is the existence of the trade papers in all lines of business.

The trade paper of your business is the Idea Shop of that line of trade. And instead of you being obliged to go out and find the shop and buy, it comes to you.

You pay for a full line of its stock, on each of all the ideas it offers. The goods are put into your hands by a reliable delivery man, the postman.

What do you do with the goods, the ideas when you get them?

If you went to a store and bought a gross of lead pencils or a thousand envelopes or a box of cigars, would you walk out and leave part of your purchase there? Would you throw part of it into the waste basket on reaching home?

And yet you pay the trade paper publisher for scores, probably for hundreds of ideas, and unless you are an exceptional business man you don't even look at more than 25 per cent. of the goods, the ideas you buy.

The trade paper Idea Shop comes to you. Why not take your money's worth when it comes?

(All rights reserved.)

RYAN JOINS CORAZA COMPANY

Thomas Ryan, who has been connected with Roig & Langsdorf, Incorporated, for some time, has severed his connection with that firm and has joined the sales force of the Coraza Cigar Company, and will boost the sale of "Marshall Field" in eastern Pennsylvania.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.

26th St. and 9th Ave., New York

WESTERN REPRESENTATIVE: PAUL PIERSON 139 North Clark Street, Chicago, Ill.

Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager

PASBACH - VOICE LITHOGRAPHING CO. INC.

ART LITHOGRAPHERS

GRAND STREET AND MORGAN AVENUE BROOKLYN, N. Y.

CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY

CIGAR LABELS BANDS

American Box Supply Co.

2309 Russell Street Detroit, Mich.

Corner of Grellot Street

Exclusive Selling Agents For THE CALVERT LITHOGRAPHING CO.

Colorgraphic LABELS-BANDS-ADVERTISING WINDOW TRANSPARENCIES

Quality Service

AMERICAN LITHOGRAPHIC COMPANY NINETEENTH STREET & FOURTH AVENUE — NEW YORK

CHICAGO TAMPA NEW ORLEANS SAN FRANCISCO

SINCE 1870

CIGAR BANDS CIGAR LABELS

SPECIAL PROCESS

WM. STEINER SONS & CO.

257-265 W. 17th St. - New York City

Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America

Lorillard's Snuff, Est. 1760

Rail Road Mills Snuff, Est. 1825

Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE

DILL'S BEST

"It's A Mighty Fine Pipe Tobacco"

If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.

10c 15c 25c 75c $1.50 SIZES

J. G. DILL CO. Richmond, Va.

MADE IN MANILA!

"Made in Manila" means "Handwork-Spanish method." It means the development of a great industry under the direction of masters of the cigarmaking craft. From the broad acres of the wonderful Cagayan Valley where the tobacco is grown to the great factories at Manila where the tobacco is aged and worked, the process of evolving cigars follows old traditions and old methods.

Good Tobacco and Good Workmanship

Good tobacco and good workmanship make good cigars. It's a combination you can't beat! Manila, today, is making better cigars for the money than ever before in the history of the trade. Ask the man who has been handling a dependable Manila brand. He knows!

Light Colors and Fresh Merchandise

Manila factories have discovered what the American smoker wants for his money, and they are giving it to him. The machinery for distributing Manilas has improved, and it has become possible at all times to supply fresh merchandise. Spot stock is being carried by a large number of importing houses and factory agencies located in various sections of the country, which makes it comparatively easy to obtain supplies of cigars at short notice.

Honest Merchandise at Honest Prices

Real Manila Cigars may be easily identified. Factory and District numbers are plainly printed on every box, and the guarantee and import stamp enables the smoker or the dealer to readily determine the genuineness of the merchandise. There are large factories and small factories at Manila. There is no monopoly of any kind. In fact, competition between the various factories is very keen and the matter of prices and quality is left entirely to the laws of supply and demand.

Some factories specialize on high grade goods at top prices. Others deliver to this market, in answer to the demands of certain class of trade, cigars that are cheap in price, but less desirable in quality. But with all of them the cigar is honest value for the price.

Lists of Factories, Agents and Importers on application

MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET NEW YORK

DECEMBER 15, 1925

VOLUME 45 No. 24

THE TOBACCO WORLD

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Seasoning in Wood Improves "Velvet",

So its makers tell the world on a big, new sign at Atlantic City.

This large corporation recognizes the potency of the "Aged in Wood" sales argument. And they spend thousands of dollars featuring it in their advertising

Cigar Manufacturers—here again is positive proof of the smokers' preference for tobacco which is **seasoned in wood.**

These Six Reasons Tell Why Wooden Cigar Boxes Excel

1—IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.

2—CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes They permit the use of all the space. No space wasted. No time lost.

3—BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.

4—PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.

5—SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

6—NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in Wooden Boxes

Buddies

There's no secret formula, no patented process for making Union Leader Smoking Tobacco. Others, in fact, have approximated it, and produced pipe rations almost as famously good. But those brands sell for at least 5 cents more. Union Leader costs but a dime a tin.

UNION LEADER
SMOKING TOBACCO
The best in the Union . . . *In the pocket tin* 10¢

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WAITT & BOND

Blackstone

CIGAR

Extremely Mild

made good

LA PALINA
CIGAR

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.
After all nothing satisfies like a good cigar

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PULTE-KORRECK MACHINE CO.
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The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes
H. E. BAIR & CO.
HANOVER After all nothing satisfies like a good cigar PENNA.
"Quality Cigar Box Manufacturers For More than Fifty Years"

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO
VERY MILD VERY MILD
CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

TWO LIBERMAN BUNCH MACHINES IN FIRST-CLASS working order for sale. Price $500 each. f. o. b. Tampa, Fla. Address Ramon Alvarez & Co., P. O. Box 405, Tampa, Fla.

TWO MILLER, DUBRUL & PETERS POWER SCRAP Bunch Machines; in perfect working order; for sale at $200.00 each. Maximo Grahn & Son, 409 W. Fortune Street, Tampa, Fla.

SITUATION WANTED

WANTED—CORRESPONDENCE WITH CIGAR MANUFACTURER who could use the services of a practical factory superintendent. Experienced cigarmaker on handwork, suction or fresh work machines. Address Box 487 c/o "Tobacco World."

SUPERINTENDENT WITH 25 YEARS' EXPERIENCE IN every branch of cigar manufacturing desires position with reliable concern. Address Box No. 490, "The Tobacco World," 236 Chestnut Street, Philadelphia, Pa.

The Tobacco World
Established 1881

VOLUME 45 DECEMBER 15, 1925 No. 24

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
1300 1ST AVENUE
NEW YORK CITY

Volume 45 THE TOBACCO WORLD Number 24
Established 1881
A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade
$2.00 a Year PHILADELPHIA, DECEMBER 15, 1925 Foreign $3.50

PERCIVAL HILL DIES SUDDENLY

The tobacco industry has been greatly surprised and shocked to learn of the death of Percival S. Hill, head of the American Tobacco Company, on Monday, December 7th. He was sixty-three years of age.

Mr. Hill had returned to his home in New York on Sunday evening, following a visit to his country home at Greenwich, Conn., when he suffered an attack of acute indigestion. This was followed by a heart attack on Monday morning, which resulted in his sudden death. Previous to this illness he had appeared to be in excellent health.

He was born in Philadelphia April 5, 1862. His parents were George W. and Sarah W. Hill, and his grandfather, John Hill, was born in England and came to this country early in the nineteenth century.

Mr. Hill's education was obtained in Rugby Academy, Philadelphia, following which he spent two years in the University of Pennsylvania and two years at Harvard University.

His first business venture was as a textile jobber, and two years later he became a member of the firm of Boyd, White & Company, jobbers and retailers of carpets.

His next step was into the tobacco industry when he was made manager of the sales department of the Blackwell Durham Tobacco Company, with offices in Philadelphia. His business ability soon attracted attention in the industry and in 1901 he was made vice-president of the American Tobacco Company, after serving one year previous as secretary of the company.

His genius was shown particularly in connection with the dissolution of the "Trust" under the Sherman law, and when James B. Duke resigned as president of the American Tobacco Company, in 1912, Mr. Hill was elected to succeed him.

Mr. Hill had also been vice-president of the firm of M. Stachelberg & Company, and as a member of the board of directors of H. de Cabanas y Carbajal, Cuban Land & Tobacco Company, Havana-American Company, Havana Cigar and Tobacco Factories, Ltd., Havana Commercial Company, Henry Clay, and Bock & Company, Manhattan Briar Pipe Company, J. S. Muriasy Company, Nashville Tobacco Works, and the Porto Rican Leaf Tobacco Company.

He was a member of the Union League and the Racquet Club, of Philadelphia; the Metropolitan Club, of New York, and of the Greenwich, Baltrusol and Sleepy Hollow Country Clubs.

Mr. Hill's son, George W., vice-president of the American Tobacco Company, was on his way to Florida at the time of Mr. Hill's death and he was immediately summoned to return home.

He is survived by his wife, two daughters, and a son.

Funeral services were held in the First Presbyterian Church, New York City, on Thursday morning and was attended by men from all branches of the industry.

Interment was in Sleepy Hollow Cemetery at Tarrytown, N. Y.

The Executive Committee of the Tobacco Merchants Association was called together immediately upon the death of Percival S. Hill and in officially reporting the death of Mr. Hill, Managing Director Charles Dushkind said:

"Percival S. Hill has passed on to eternity, but his memory will remain with us for all time. He will long be remembered by the American public not alone for his splendid activities in public affairs, but for his achievements as one of America's dominant industrial figures. He will be particularly remembered in the Tobacco Industry as a genius who contributed much to the development of the Tobacco Industry as one of

the major industries in this country and in many parts of the world as well.

"Coupled with Mr. Hill's passion for hard work were his far-sightedness, his never-erring sound judgment, his ability to select the right associates and inspire them with a genuine feeling of loyalty, besides his keen sense of fairness and warm-hearted generosity. He was truly a big man—a leader and a genius.

"As one of those who for many years has enjoyed the privilege of Mr. Hill's personal acquaintance, I count myself among the great army who mourn his loss, looking back upon his life as a shining light among the citizenry of this country and as an outstanding example of idealism, worthiness and usefulness."

A resolution was thereupon unanimously adopted, expressing the deep sorrow they felt at the death of Mr. Hill.

FRENCH TAX TO BOOST COST OF TOBACCO

As a result of an increase in the tax revenue of France of 8,000,000,000 francs, proposed by Finance Minister Loucheur, it is anticipated that tobacco and alcohol prices will have to be increased from 50 to 100 per cent.

Increased railroad fares and telegraph and telephone rates are also expected as a means of raising the additional revenue. A general increase in income taxes and a tax on business profits are also proposed.

M. Loucheur stated that he would no doubt be the most unpopular man in France for a while, but that Frenchmen would thank him when they were safely out of their present difficulties.

TOB. PRODUCTS TO ISSUE STOCK

Announcement has been made by the Tobacco Products Corporation of plans for the issuance of 144,434 shares of common stock to present stockholders, at a price of $80 per share. On December 3d, the day the announcement was made, the stock closed at $97 on the New York Exchange. Present stockholders will be permitted to buy three shares of the new issue for every twenty shares of the common or Class A stock they now hold.

Proceeds of the sale of the new issue will be used to purchase the new issue of stock of the United Cigar Stores Company, recently announced under a similar plan, and also to retire current indebtedness.

A. T. CO. MAKES BURLEY PURCHASE

James C. Stone, president and general manager of the Burley Tobacco Growers' Association, has announced that the American Tobacco Company has purchased approximately 3,500,000 pounds of burley tobacco at a price of nearly $1,250,000.

This is the second large purchase of burley tobacco by the American Tobacco Company, at Lexington, Ky., the first purchase approximating $2,750,000.

G. W. HELME DIVIDEND

The George W. Helme Company has declared an extra dividend of $3.75, and the regular quarterly dividend of 3 per cent. on the common stock of the company.

R. J. REYNOLDS DIVIDEND

The R. J. Reynolds Tobacco Company has declared a quarterly dividend of $1 on the common stock and $1.75 on the preferred stock of the company. This is an increase of 25 cents on the common stock.

P.-V. AND STEINER CONSOLIDATE

New York, December 5, 1925.

Papers were signed last night, the result of which Pasbach-Voice Lithographing Company, Incorporated, and Wm. Steiner Sons & Company, consolidated their interests into a new corporation which will be known as Consolidated Lithographing Corporation.

The volume of both businesses approximate three million dollars ($3,000,000) annually.

The consolidation takes effect as of January 1st, 1926.

There will be no new financing necessary, as both concerns are in very elegant financial shape and have all the cash that may be required, even for further development.

There will be 10,000 shares of common stock issued to cover the various plants, machinery, engravings, etc., formerly owned and operated by the two concerns merged in New York and Brooklyn, and an issue of preferred stock covering the liquid assets, *viz.:* cash, outstandings, inventories, etc.

Jacob A. Voice, secretary and general manager of the Pasbach-Voice Lithographing Company, Incorporated, will be first vice-president and general manager of the new consolidation, with main offices at the 257-265 West Seventeenth Street, New York City, building.

The following officers have also been elected: Henry Steiner, president; Oscar Heyman, treasurer, and Joseph Kopperl, secretary, and the following vice-presidents, to assist Mr. Voice in the management of the new corporation: Isidore Steiner, Oscar Pasbach, Ike Steiner, Henry A. Voice, Howard Steiner, Bertram Kopperl and Sidney Finger.

BOSTON OPPOSES SMOKING BY GIRLS

A short time ago about seven hundred letters were sent out to parents of women students of the College of Practical Arts and Letters at Boston University, asking them to express their views on the question of smoking.

It was announced on December 12th that two hundred replies had been received, and that the score was: 200 against smoking, and 00 in favor of it.

W. C. T. U. CONDEMNS GIRLS SMOKING

After an all-day meeting of the Philadelphia County W. C. T. U., held in the Oak Lane Presbyterian Church last week, a letter was forwarded to the president of Bryn Mawr College, "regretting and condemning the permission which has been given the girl students there to smoke." The letter was unanimously approved at the meeting.

"UNCLE JOE" STILL SMOKING BLACK ONES

Last week "Uncle Joe" Cannon was found about a half block from his home in Danville, Ill., in a drug store purchasing a handful of the blackest cigars he could find, and as he lighted up stated that he hadn't felt better in months. May his shadow never grow less.

AMER. SUMATRA MAKES ADDITIONAL PAYMENT

It is announced that the American Sumatra Tobacco Company will make another payment of 15 per cent. on its 7½ per cent. gold notes and on the principal amount of its liquidated indebtedness. This brings the total paid on the gold notes, since the company was placed in receivership last May, to 65 per cent.

EDITORIAL COMMENT

PERCIVAL S. HILL, the great chief executive of The American Tobacco Company, has joined his predecessor, James B. Duke. Less than sixty days has separated their deaths. Death came to Mr. Hill at sixty-three, to Mr. Duke at sixty-nine. Large affairs weigh heavily upon great business men and they seldom live their allotted years. The mental and physical demands made upon those who conduct great affairs today are, with increasing frequency, wearing down the strongest men long before their time to break.

Each of us may rear our own monuments. Their greatness depends upon the effect and ability we put forth to erect them.

Mr. Hill's constructive ability and capacity for hard work brought him steadily forward in the organization of which he was president. It was these characteristics that caused him to be chosen head of The American Tobacco Company when Mr. Duke resigned that high office in 1912.

From that time on The American Tobacco Company's progress was continuous, until at the time of Mr. Hill's death its name was known in every part of the world. Surely it is a great monument to the efforts of one man's lifetime.

We knew Mr. Hill and admired him, not only for his great accomplishments, but for the fact that his splendid success made him none the less a kindly, considerate gentleman with some time for everyone who had a legitimate errand, whether he was rich or poor, and whether the demand upon his time involved a few hundred or many thousands of dollars.

The knowledge that Mr. Hill presided over, and guided, The American Tobacco Company to world-wide trade is indeed a splendid monument. And yet we believe that he left a greater one in the hearts of those who had intimate and personal contact with him.

We have used the words "kindly" and "considerate." No others so exactly describe our impressions of him. We liked him for his fairness, for his frankness, for his friendliness, and for his humanity. We know that these sentiments live in the hearts of hundreds, and perhaps thousands.

To be kindly remembered and missed after we are gone, in the hearts of those we have left behind, is to us the greatest monument that our lifetime of effort can erect. Great business success and wealth are a towering monument, but the affection of our fellowman is a greater and more imposing one.

Percival S. Hill left both. We mourn his passing.

WE HAVE always had a high respect for the thrift and industriousness of the cigar manufacturers of York County. They have, as a whole, always chosen the hardest possible way to sell their merchandise and up to the past few years have been fairly successful, as a glance at Dun's or Bradstreet will testify.

But a dispatch to the *Public Ledger*, from its Washington Bureau, causes us to raise our eyebrows. It is to the effect that Representative Franklin Menges, of York, Pa., will introduce an amendment to the tax bill, presumably eliminating the class A cigar from any tax reduction.

Mr. Menges is quoted as saying that the five-cent hand-made cigar will be driven off the market because if the tax is reduced the manufacturers of machine-made cigars will use the money in promoting nation-wide advertising campaigns for their product, "inferior to the hand-made smoke."

Our mental processes operate at variance with Representative Menges.

He is quoted as stating that York County makes 20 per cent. of all the five-cent cigars in the country. On the basis of the returns for the fiscal year of 1924, this would amount to about 550,000,000 five-cent cigars. How many brands made exclusively by York County manufacturers are truly national sellers? Yet, we can name five nationally known five-cent cigars, with headquarters elsewhere, that will easily approximate this total. The fact is that this 550,000,000 is made up of a multitude of brands, although doubtless there is large production of a single blend sold under various labels.

We rather suspect that this is due to the fact that the York County manufacturers prefer to do business this way rather than concentrate on a single brand and invest in advertising.

When the "William Penn" 5-cent cigar came back on the market, advertising plus merchandise that was acceptable to the smoker, ran its production up over the 100,000,000 mark inside of two years. It is certainly no criticism of a manufacturer because he takes his chances with advertising and makes a success of it. Advertising is open to all, but its success lies in delivering to the consumer merchandise that lives up to its advertising.

Now, as regards the alleged statement that machine-made cigars are inferior to hand-made cigars, this strikes us as a highly debatable question. It seems to us that the test of this statement is determined by the smoker, and not by the manufacturer's opinion.

Of the score or more popular and nationally known brands made by machine, only one has boldly advertised the fact from the very beginning of its machine manufacture. Incidentally the business on this brand has steadily increased. The other manufacturers using machine operation, but without advertising the fact to the public, seem to be getting along fairly well. And the conclusion that we draw is that the public doesn't care very much how a cigar is made so long as it smokes well and satisfies the taste of the smoker.

It is our humble opinion that machine-made cigars will very soon constitute the bulk of production, and it probably runs close to 50 per cent. today. It is a progressive step that holds more advantages for the manufacturer and smoker, than it does disadvantages.

(Continued on Page 8)

EDITORIAL COMMENT

(Continued from Page 8)

There is no reason why a manufacturer should not cling to hand-made methods if he so desires, but it doesn't strike us particularly "clubby" to brand the merchandise of machine manufacturers as "inferior."

And when it comes to spending the tax reduction for advertising, it strikes us as being an open proposition for any manufacturer who wants to go into it.

There is also the quoted statement that this advertising will throw 20,000 people out of work in the York County district. This is one of the highest compliments that has ever been paid to cigar advertising, in our opinion. And after all, if machine manufacture continues to progress at its present rate, the 20,000 workers will eventually take up machine operation or find a place in another industry, whether the tax bill keeps the class A tax at $4 or reduces it to $2.50.

MAURICE S. BONDY PASSES AWAY

Maurice S. Bondy, of the pipe manufacturing firm of Kaufmann Bros. & Bondy, New York City, passed away suddenly at his home in New York City, on last Wednesday evening, following an attack of heart disease while at his desk the day before.

While Mr. Bondy had not been in the best of health for some time, his death was a severe shock to his many friends and associates in the trade.

Funeral services were held from his late residence, 14 East Sixtieth Street, New York City, on Friday morning.

He is survived by one brother and three sisters. He was unmarried.

TOBACCO FAMINE IN PARIS

Due to the fact that an upward revision in the prices of tobacco products is expected, and also due to the fact that the sale of these products is a Government monopoly, the government warehouses are withholding shipments to the retailers in Paris, and the buying public has about exhausted the supply of the retailers, except the foreign brands, which are out of reach of the workingman in France on account of the high prices.

The situation is becoming acute, and a shortage in the home supply is imminent.

INCREASE IN TOBACCO REVENUE

According to the statement of internal revenue receipts from tobacco manufacturers, etc., for the first ten months of the fiscal year 1925, just issued by the Treasury Department, there is a net increase of over $19,000,000 in the receipts, over last year.

Following is a summary of the sources:

	Ten months ended Oct. 31, 1924	Oct. 31, 1925
Cigars	$37,191,196.80	$36,496,324.12
Cigarettes	180,730,949.12	201,686,687.33
Manufactured tobacco and snuff	63,704,643.69	63,202,588.17
Manufacturers (special taxes)	1,127,827.21	1,117,565.92
Miscellaneous, including cigarette papers and tubes	942,234.37	990,302.48
Total	$283,696,851.19	$303,493,468.02
Net increase (1925)		$19,796,616.83

Key West Notes

Key West, Fla., December 7, 1925.

H. L. BUSH, sales representative for the Colwell Cigar Machine Company, of Providence, R. I., and his machinist are here installing a number of their filler bunch machines in the Thompson & Company factory, to be used on high-grade work.

The bunches will be rolled by hand. This is one of the Thompson & Company busy factories and the output is all on fine sizes.

J. M. Russell is the manager of this factory and he is a hustler.

Mariano Alvarez, of A. Santaella & Company, is here for the week helping to speed up the production of "Optimo" cigars in their factory here and from the smile that I noticed on his face today I think that he was successful in getting the results that he was after.

Mort. Regensberg, of E. Regensberg & Sons, was noticed on the boat headed for Cuba, and I guess that Mort. has gone over to look over some of the fine Havana used by E. Regensberg & Sons.

E. H. Gato Cigar Company has purchased the brick factory formerly operated by the Samuel Davis Company and later taken over and operated by the Consolidated Cigar Corporation for a number of years. The Gato Company expects to be ready to operate this factory about the first of the New Year.

Willard Albury, formerly manager for Thompson & Company here, was noticed on the street today. Willard is now a very successful real estate operator and his many friends in the cigar industry wish him all kinds of success.

The Key West branch of the Havana-American Company is very busy. All chairs and tables are filled.

The Cortez factory is another one of the many busy Key West factories that are away behind on their orders.

In looking over Key West, your representative, who has not been here for over a year, was greatly surprised at the many changes that have taken place here in that time. There are some fine new hotels about completed and to be opened soon, also building operations on a number of other fine buildings are about to be started. This is not surprising to me, as Key West has a very fine climate to live in, both winter and summer. Also, a wonderful climate for the manufacture of cigars, and I am wondering why this was not discovered sooner, and also why more manufacturers of high-grade cigars have not found this out. I have made some inquiries here in regard to rents, and find that they are lower here than in any other cigar manufacturing center in Florida, and this should be another very large item to be taken into consideration, as well as the climate, by cigar manufacturers.

TAMPA.

MANNY PEREZ IN NEW YORK

Manny Perez, of the well-known cigar manufacturing firm of Marcelino Perez & Company, Tampa, Fla., is expected to arrive in New York City for the Christmas holidays, after a strenuous period spent at the factory in Tampa in an effort to speed up production so as to satisfy the many consumers of their "Made in Bond" cigars.

FAIR TRADE LEAGUE ATTORNEY SAYS CAPPER-KELLY BILL WILL SAVE $150,000,000 YEARLY

New York, December 13, 1925.

"An annual burden of more than $150,000,000 has been imposed upon the American people by the Supreme Court's interpretation of the laws governing distribution of trade-marked merchandise," said W. H. Crichton Clarke, attorney for the American Fair Trade League, in a statement issued today, "and this great burden will be removed by the enactment of the Capper-Kelly bill introduced at the opening of Congress.

"In 1911," continued Mr. Clarke, "the United States Supreme Court refused to enforce a contract for the stabilization of retail prices on so-called branded or trade-marked goods. Since that time there has been a vast and ominous growth in consignment and agency systems, chain stores, service station groups and other devices for the regulation and stabilization of the prices of the goods and services which they distribute. It is well recognized by economists that it is more expensive to distribute commodities by consigning them to the trade or by establishing agencies or branch stores clustered under one ownership, than it is to distribute such products by means of inexpensive contracts for regulating the otherwise destructive or predatory competition between the distributors of such products. Thus, when the Supreme Court refused to enforce the inexpensive contracts, business was forced on to an expensive agency, consignment or ownership basis, and the public has to pay the difference.

"A trade condition in which retail prices for branded products cannot be stabilized by means of inexpensive contracts between producers and distributors, but can be stabilized by burdensome and expensive agency and consignment systems, or even by refusing to sell goods to unfair price cutters, has naturally produced the utmost confusion in the minds of business men and the public. Small producers can lawfully invest money in advertising to create a demand for their goods, but price cutters can then destroy their entire investment by means of predatory price wars, unless the producers have sufficiently large capital to protect themselves by employing the cumbersome agency, consignment or refusal of further sales systems. Thus, trade-mark good will has become an innocent victim of price cutters and the producers of branded goods, instead of being expected to compete with other producers of similar goods, have been drawn into self-destructive competition with themselves.

"The Capper-Kelly bill, if enacted, will clarify and remove the existing conditions in the law. It will promote equality thereunder by protecting both producers and dealers against unfair competition by a few unscrupulous merchants. 'I cannot believe,' said Mr. Justice Holmes, of the United States Supreme Court, in a dissenting opinion in the Dr. Miles case, 'that in the long run the public will profit by this course, permitting knaves to cut reasonable prices for mere ulterior purposes of their own, and thus to impair, if not destroy, the production and the sale of articles which it is assumed to be desirable the people should be able to get.'

"The Capper-Kelly bill will encourage competition in production and in the quality of the goods instead of forcing a producer into suicidal competition with his own goods. It will prevent injury to good will and thus remove from business the burden of building up enterprises and then having them smashed to pieces by price cutters.

"Finally, it will protect the trade-mark owners, distributors and the public against the injurious and uneconomic practices which have grown up through the refusal of the courts to enforce trade contracts."

RAMON FERNANDEZ DIES

Ramon Fernandez, the man who opened the first cigar factory in the city of Tampa, died at his home in Tampa on November 28. His death was caused by heart trouble superinduced by rheumatism.

Mr. Fernandez was born in Spain in the year 1858 and went to Cuba at the age of thirteen, where he learned the art of cigarmaking. In 1882 he went to New York City, and in 1886 he arrived in Tampa to open the first cigar factory in that city. The factory was a branch of the Sanchez & Haya factory, whose headquarters were then in New York City. He managed the Tampa factory for twenty-one years and was later connected with the firm of Theobold & Oppenheimer, and later went into business for himself. His brands were "Ramon Fernandez" and "Te Gusta." He retired from the cigar industry in 1907.

He is survived by a widow and one son.

P. R.-AMERICAN AWARDED DAMAGES AGAINST GERMANY

The Porto Rican-American Tobacco Company, of New York, has been awarded damages in the sum of $88,098.51 against the German Government by the Mixed Claims Commission, representing the German and United States Governments, according to an announcement just made public. Interest at the rate of 5 per cent. per annum from November 11, 1918, has also been awarded.

Awards totalling $13,146,059.45 were agreed on by the American commissioner, Chandler P. Anderson, and the German commissioner, Wilhelm Kiesselbach, and were entered at the meetings of the Mixed Claims Commission held October 30 and November 5, 11 and 19.

C. L. L.

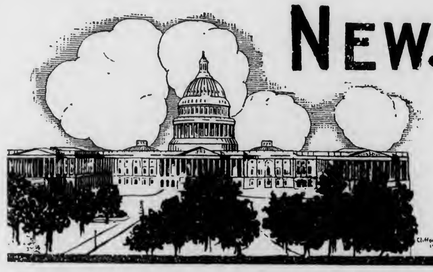
JOBBERS SHORT OF MERCHANDISE

Although business conditions have indicated a much bigger holiday business this year than last, the jobbers are feeling the pinch of the freight embargo in Florida and are not able to get shipments of Tampa cigars sufficient to meet their present needs. Large express shipments are arriving practically every day, but not enough. It is certainly a trying situation when you place an order in July with shipping instructions for delivery early in December, and then find you can't get the goods in time for the holidays.

For that reason there are likely to be many disappointed persons, who have been counting on receiving a box of fine Tampa cigars from Santa Claus, this season.

UNITED REOPENS AT EIGHTH AND MARKET

The United Cigar store at the southeast corner of Eighth and Market Streets, which has been closed for a short time while the building was being remodeled, has been reopened, and with everything clean and bright, is doing a rushing business at the old stand. The interior of the store is much smaller than formerly, but no doubt the volume of business transacted will be about the same as before the alterations were made.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Tax Reduction First Bill to Come Before New Congress

THE first legislation to come before the sixty-ninth Congress was revision of the tax law, introduced in the House of Representatives by the Ways and Means Committee as H. R. 1 at the opening of the session on December 7. The measure will reduce the tax burden of the country in 1926 by $325,736,000; this is somewhat in excess of the reduction of $300,000,000 recommended by Secretary of the Treasury Mellon, and in the opinion of the committee it would be unsafe to reduce the revenues beyond the amount provided in the bill.

Twelve million dollars will be cut from the tobacco revenues in 1926 as a result of the reductions ranging from 10 to 50 per cent. which the committee has made in the cigar taxes. The estimated revenue for the year under the present taxes would be $43,000,000, but $31,000,000 is expected to be collected from the new taxes. The bill provides for the amendment of these taxes to become effective upon its passage, but following the introduction of the measure the Ways and Means Committee agreed that the change should go into effect thirty days after the approval of the bill by the President, and that provision should be made for the refund of taxes already paid upon cigars in stock.

The special tax on tobacco manufacturers is to be repealed in its entirety, further reducing the burden on the tobacco industry by $1,120,000 next year, and the tax on smokers' articles, from which $50,000 would be collected, also is repealed.

In the judgment of the committee, the minor "nuisance" taxes, which bring in a comparatively small amount of revenue, such as the tax on cigar and cigarette holders and pipes, should be eliminated. The committee also considered the close of excise taxes, which is either difficult and costly to collect or falls with some degree of hardship on not very prosperous industries. "An example of a tax which imposed a serious burden upon an industry is the tax on cigars," it is declared in the report which accompanied the bill. "The manufacturers of cigars showed conclusively that under the high war tax rates the number of cigars sold was steadily diminishing, and also the number of cigar manufacturers. Apparently the tax was so high as to depress the business and reduce the revenue to the Government. For this reason the committee recommends a material reduction in the tax on cigars. It is believed that the apparent loss in the tax on cigars will in some degree be offset by the increase in the business affected."

Members of the tobacco industry will also be affected by other provisions of the bill applying to taxpayers in general. Under the measure no income tax returns will be required of single persons having a net income of less than $1500, nor heads of families with net income of not exceeding $3500, unless the gross income is $5000, in which event a return is required regardless of the amount of net income. This will increase the personal exemption of single persons by $500 and of heads of families by $1000. The limit of the 25 per cent. deduction for earned income is increased from $10,000 to $20,000.

The normal tax will be reduced from 2 to 1½ per cent. on the first $4000, from 4 to 3 per cent. on the next $4000, and from 6 to 5 per cent. on the remainder; the surtaxes will begin at $10,000, and the maximum surtax is reduced from 40 to 20 per cent.

Changes in the income tax provisions will take effect as applying to incomes of 1925, it being the hope of Congress that the new bill can be enacted into law before the final date for filing returns, March 15, next.

The long-sought tax relief for citizens residing abroad in the interest of American business is provided by permitting the exclusion from gross income, in the case of citizens employed abroad in selling our merchandise, of amounts received as salary or commission for the sale for export of tangible personal property produced in the United States, in respect of such sales made while they are actually employed outside of the United States, if they are so employed for more than six months during a taxable year.

The measure increases the extension of time which can be given to taxpayers upon application, for the filing of returns which they cannot complete by the date on which such returns are due. The present law limits such extension to two and one-half months, which experience has shown is too short a time for many taxpayers, and the committee recommends a new limit of six months.

Repeal of the provision for the publication of the amount of income taxes paid by taxpayers is provided for, the bill permitting publicity only of the names and addresses of taxpayers.

Under new procedure provided in the bill, if the Commissioner of Internal Revenue has notified a taxpayer of a deficiency, the right of the taxpayer to file a petition with the Board of Tax Appeals and to appeal from the decision of the board to the courts shall constitute his sole right to contest the amount of the tax in question. Whether or not he files a petition with the board no credit or refund with respect to such tax shall be made and no suit for the recovery of any part of such tax shall be maintained in any court. If the board finds that there is no deficiency and that the taxpayer has made any overpayment of the tax, it is given jurisdiction to determine the amount of such overpayment, to be credited or refunded to the taxpayer.

A number of changes are made in those provisions of law applying to the Board of Tax Appeals. The board is given authority to dismiss cases without trial on the ground that proof is clearly insufficient to sustain the allegation of the petition or to entitle the petitioner to any relief. It is also provided, in order to prevent advantage being taken of review proceedings before the board for the purpose of delaying payment of taxes, that the board may award damages to the United States in an amount not in excess of $500,

(Continued on Page 16)

FIVE-CENT CIGAR STAGING COMEBACK

13,000,000 Increase in Consumption in July.

That the five-cent cigar is coming back into popularity is indicated by the report of the Internal Revenue Department showing an increase of 13,000,000 in the consumption of that priced cigar in July, compared with the previous month. Those who have made a study of the situation expect the five-cent cigar to rejuvenate the industry, and Wall street is becoming quite bullish on the cigar stocks as a result.

The belief is expressed in some quarters that the cigar business is on the eve of a substantial boom. This opinion is based on the good prospects for this year's crop and the perfection of new types of machinery for the manufacture of cigars.

Cigar companies will be required to pay less for their tobacco this year. The crop which was put on the market early this week is selling 50 per cent under the prices of 1920 and 20 per cent less than those of last year.

It is said that this year's crop is of much better grade than for some years. This is attributed to the good growing weather at the critical period of the season and to the fact that more fertilizer was used at planting time.

The cigar industry has been in bad condition for some time. In 1920 most of the larger manufacturers were caught with very big inventories of high-priced tobacco. They were forced to raise the price of cigars, and as a result many cigar smokers turned to the cigarette and pipe. The consumption of cigars decreased materially as a result.

The effect on the industry is seen by the number of companies that quit the business entirely. In 1910 there were 22,519 registered factories in the United States, while in 1922 this number had decreased to 11,576. The number no wise even smaller.

The prosperity of the cigarette manufacturers as contrasted with the cigar makers in recent years is explained to be due partly to the fact that anybody with a few dollars could set up a cigar factory, while large expenditures were required to go into the manufacture of cigarettes.

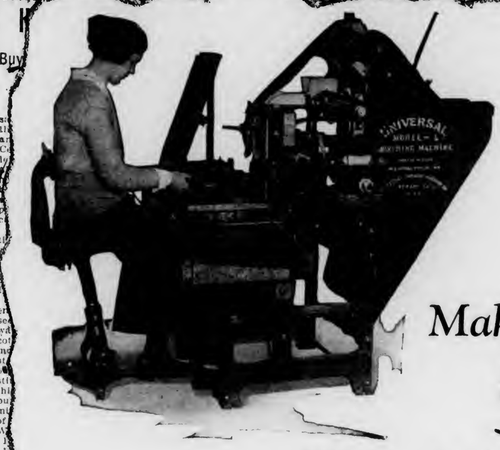
Today the competition is less severe on account of the new cigar making machinery, which, while very economical, is too high priced for other than a large company to invest in. This is illustrated by statistics showing that in 1922 300 factories were producing about 50 per cent of the cigars consumed, while at the present time twenty-two companies are producing about 65 per cent of the total consumption. It is predicted that half a dozen of the larger companies will be producing from 80 to 90 per cent of the total consumption within the next two or three years.

It is contended that the smaller competition will react favorably to the larger companies left in the field, and that the business, which in years gone by constituted individual enterprise, will rise to the dignity of big business. The larger companies will be enabled to center extensive advertising campaigns and popularize a few particular brands all over the country.

...D RECEIPTS DECLINE

U. S. and Mexican ... Get ... July.

Reprinted from N.Y. Telegram Sept. 12 1925



Making the 5c Cigar At A Profit

"WHAT the country needs is a good 5 cent cigar" remarked the late Thomas R. Marshall, former Vice-President of the United States and sure enough we shall soon have that good 5c cigar available in unlimited quantities throughout the land.

Cigar manufacturers know that the main drawback to the production of a really good nickel cigar in the past has been the lack of a sufficient margin of profit to make it worth their while.

There is no question regarding the demand. There can be no question regarding the popularity a good five-center would enjoy. Two very important questions have been labor cost and quantity production.

The Model L Universal Scrap Bunching Machine makes possible the production of a good 5c cigar through low labor cost and quantity production by reason of the following features of its operation:

1—Bunches are produced at a labor cost of 75c to $1.00 a thousand.

2—400 to 450 bunches may be produced in an hour's time.

3—It can be depended upon to turn out uniform, free-smoking bunches.

4—Any size scrap can be worked up to 1½".

5—Any size or shape cigar can be made on the same machine.

6—Right or left hand bunches made on same machine.

These are six of the features that are now selling the Model L Universal Scrap Bunching Machine in increasing quantities to cigar manufacturers.

It is in use in Union as well as open shops—large factories as well as small. One of the largest scrap cigar manufacturers in the country recently purchased sixty of them.

The Model L Universal Machine is the answer to the 5c cigar question. It fills the vital need of quantity production at low cost and has been developed to a point of efficiency, speed and accuracy that completely overcomes all objections experienced in the past with scrap bunch machines.

Let us prove its economy to you as compared in speed and savings with hand labor in your own factory. *Further facts upon request.*

Cost of Model L Universal Scrap Bunching Machine is $850 complete, F.O.B. Newark., N. J., U. S. A.

It can be purchased on convenient time payment terms. Six months to complete payments.

Universal Tobacco Machine Co.

116 West 32nd Street

NEW YORK U. S. A.

Tobacco. Big news comes this week from the cigar manufacturers: the pity is that the former vice-president, Thomas R. Marshall, author of the saying, "What the country needs is a good 5 cent cigar," could not have lived to hear it. For we are promised that the 5 cent cigar is to be restored in all its pristine quality. As everyone knows, the cigar manufacturers have been left standing still in recent years while the use of cigarettes has made phenomenal gains, and they look to restoration of a good five cent cigar as a forward step to maintain their position. In July 575,800,000 large cigars were manufactured against 599,000,000 last year, and of cigarettes 7,600,000,000 against 6,350,000,000.

(Reprinted from Commerce and Finance, Sept. 16, 1925)

At Christmas

We wish you everything that you wish yourself—health, happiness, and prosperity.

We thank you for the abundant measure of success which has been ours throughout the year—because your friendship and cooperation have brought it about.

We look forward to another year of these pleasant relations, and pledge ourselves to even greater efforts to be worthy of them.

WM. DEMUTH & CO.
World's Largest Manufacturers of Fine Pipes
230 Fifth Avenue
NEW YORK

MILANO
"The Insured Pipe"
"It's a W D C"
W D C
TRADE MARK

UNITED STATES CIVIL SERVICE EXAMINATION

The United States Civil Service Commission announces the following open competitive examination:

Assistant Chief Warehouse Examiner
(Tobacco Standardization)

Receipt of applications for assistant warehouse examiner will close January 26. The examination is to fill vacancies in the Bureau of Agricultural Economics, Department of Agriculture, for duty in Washington, D. C., or in the field, and in positions requiring similar qualifications.

The entrance salary for this position is $3800 a year. After the probational period of six months required by the civil service act and rules, advancement in pay may be made without change in assignment up to $5000 a year. Promotion to higher grades may be made in accordance with the civil service rules.

The duties are to direct and to conduct investigations relating to commercial grading of tobacco, inspecting and sampling tobacco with a view to determining its condition, grade, and value, warehousing of tobacco and other agricultural products; to supervise the work of warehouse inspectors; to take part in the administration of the United States Warehouse Act; to address public meetings; and to conduct educational campaigns relating to the act, and proper grading of tobacco.

Competitors will be rated on their education and experience, and a thesis or discussion to be filed with the application.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the board of U. S. Civil Service Examiners at the post office or custom house, any city.

DRIVES TOBACCO TO MARKET IN HEARSE

When a motor hearse drove into the Union Market, Danville, a few days ago, all work stopped and a feeling of gloom immediately spread throughout the warehouse. But there was a sigh of relief when the doors were opened and disclosed the interior of the hearse to be filled with leaf tobacco.

A farmer near Sycamore had merely borrowed the hearse from a friend to enable him to bring his tobacco to market without any danger of its getting wet.

It is a common sight to see farmers bringing their tobacco in touring cars and even sedans, but this is the first instance when a hearse is known to have been used.

SPECIAL MEETING FOR MacANDREWS & FORBES

Stockholders of MacAndrews & Forbes, of Camden, N. J., have been notified that a special meeting will be held on December 29, to vote on a plan to reduce the par value of the common stock from its present $100, to no par value. If the plan is approved, it is the intention of the company to issue four shares of the new stock for each share of the present issue now outstanding. The meeting will also be asked to approve a plan for an increase in the capital stock of the company and also for the installation of a bonus plan.

CIGAR SALESMAN FILES PETITION

John B. Leathers, cigar salesman, of Norristown and Pottstown, Pa., has filed a voluntary petition in bankruptcy. Liabilities are listed at $146,284, and assets at $52. C. Henry Stinson has been appointed referee.

In the marketing of Good Cigars and soliciting new Friends for your Brands, the tone of the Package must reflect the Quality of its Contents.

The use of Spanish Cedar is essential! An invaluable Accessory!

Dignified and attractive, Spanish Cedar Cigar Boxes — will insure the preference of the Smoker!

INCREASE IN INDEMNITY ON REGISTERED MAIL URGED

An increase in the indemnity for registered matter from the present limit of $100 to $1000 is recommended by the Postmaster General in his annual report. Other suggestions for legislation include the imposition of charges for inquiries concerning registered, insured or C. O. D. mail; the issuance of receipts for ordinary mail, upon payment of a fee; the imposition of demurrage on C. O. D. parcels not promptly removed from post offices; and extension of the C. O. D. service to first-class parcels.

There is a decided demand for an increase in the limit for which mail can be registered, it is declared, and the present $100 limit does not meet the needs of the public. Legislation increasing the indemnity limit was introduced at the last session of Congress, but was not acted upon. During the fiscal year 1925 a total of 81,504,674 pieces of mail were registered, the fees from which totalled $8,850,307, while losses on domestic mail amounted to $17,804. The number of registrations decreased 1,684,616, as compared with 1924.

The number of parcels insured during the year, however, showed an increase of $3,826,904 over 1924, totalling 152,077,943, on which the fees amounted to $8,025,116. The number of claims for indemnity totalled 287,244, on which payments of $2,403,630 were made by the Government.

A total of 52,362,159 domestic parcels were sent C. O. D., an increase of 5,461,787 over 1924, and the fees collected totalled $5,561,748, while the claims numbered 115,564, on which $786,710 was paid. Under regulations recently adopted all C. O. D. and insured parcels are treated as though return and forwarding postage were guaranteed, and a provision was inserted prohibiting the sending by insured mail of merchandise offered for sale to persons who did not order the same or authorize its sending.

Amendment of the law so as to provide C. O. D. service for sealed parcels would permit the extension of the service to shipments which the senders do not wish to entrust to the mails unsealed. Sealed parcels of third or fourth class matter may now be registered but cannot be sent C. O. D.

It has also been found that some addressees of C. O. D. parcels purposely leave them in the office of address a longer time than is justified, thus increasing the liability of the department and overtaxing the post office space, and it is proposed to charge demurrage in such cases.

C. L. L.

MORE TROUBLE FOR THE TOBACCO INDUSTRY PROPOSED

Amendment of the law providing for the census of tobacco so as to provide for the taking of statistics of stocks in possession of dealers, manufacturers and growers' co-operative associations, warehousemen and brokers, other than the original growers, is sought in a bill which has been introduced in the Senate by Senator Ernst of Kentucky.

The additional statistics would show the quantity of each type, and the quantity of each grade of each type and the year in which grown, to be summarized as of January 1, April 1, July 1 and October 1 of each year.

C. L. L.

Sam Paley, president of the Congress Cigar Company, was a visitor to the New York City leaf market last week.

REBATE ON FLOOR STOCK OF CIGARS PASSED BY WAYS AND MEANS COMMITTEE

New York, December 9, 1925.

To the Cigar Trade:

While awaiting action of the Ways and Means Committee on our petition for an amendment to the Revenue Bill, providing for a refund of the tax reduction on floor stock, we had delayed sending out our Tax Bulletin, which we mailed yesterday.

But we are now happy to supplement our bulletin of yesterday with the information just received by telephone from Washington, that the Ways and Means Committee has just granted our petition and agreed to amend the Revenue Bill by providing for a full refund of the difference between the old tax rates and the new tax rates on all tax-paid stock of cigars and little cigars on hand when the new tax rates will become effective.

It is provided, however, that no claim for less than $10 will be recognized. In other words, those desiring to file claims for refund must have enough stock on hand to make the claim not less than $10.

Also in order to give the Revenue Department an opportunity to prepare the necessary blanks and regulations for the taking of inventories all over the country, it was necessary to provide that the new tax rates shall become effective thirty days after the passage of the bill.

At the same time the trade will be interested to know what the Ways and Means Committee has said in its report on the Revenue Bill regarding cigars. Accordingly, we are quoting the following paragraph:

> "Another example of a tax which imposed a serious burden upon an industry is the tax on cigars. The manufacturers of cigars showed conclusively that under the high war tax rates the number of cigars sold was steadily diminishing, and also the number of cigar manufacturers. Apparently the tax was so high as to depress the business and reduce the revenue to the Government. For this reason the committee recommends the repeal of the tax on the sales of the works of art and jewelry and a material reduction in the tax on cigars. It is believed that the apparent loss in the tax on cigars will in some degree be offset by the increase in the business affected."

CHARLES DUSHKIND,
Managing Director.

RENTALS PAID IN ADVANCE NOT DEDUCTIBLE ON INCOME TAX RETURN

Rentals paid in advance to cover a period extending over more than one taxable year can be claimed as a deduction in income tax returns of business organizations only to the extent of their application to the year for which the returns are made, under a decision just rendered by the United States Board of Tax Appeals.

In the case before the board the taxpayer had entered into a ten-year lease for property, paying the first year's rent in advance from September 1, claiming the full amount as a deduction in the return for that year. The Commissioner of Internal Revenue allowed the taxpayer a deduction of only four-twelfths of the amount claimed, being that part of the period coming within the taxable year, leaving the remainder to be taken as a deduction the following year, in which he was upheld by the board.

C. L. L.

MADE IN MANILA!

"Made in Manila" means "Handwork-Spanish method." It means the development of a great industry under the direction of masters of the cigarmaking craft. From the broad acres of the wonderful Cagayan Valley where the tobacco is grown to the great factories at Manila where the tobacco is aged and worked, the process of evolving cigars follows old traditions and old methods.

Good Tobacco and Good Workmanship

Good tobacco and good workmanship make good cigars. It's a combination you can't beat! Manila, today, is making better cigars for the money than ever before in the history of the trade. Ask the man who has been handling a dependable Manila brand. He knows!

Light Colors and Fresh Merchandise

Manila factories have discovered what the American smoker wants for his money, and they are giving it to him. The machinery for distributing Manilas has improved, and it has become possible at all times to supply fresh merchandise. Spot stock is being carried by a large number of importing houses and factory agencies located in various sections of the country, which makes it comparatively easy to obtain supplies of cigars at short notice.

Honest Merchandise at Honest Prices

Real Manila Cigars may be easily identified. Factory and District numbers are plainly printed on every box, and the guarantee and import stamp enables the smoker or the dealer to readily determine the genuineness of the merchandise. There are large factories and small factories at Manila. There is no monopoly of any kind. In fact, competition between the various factories is very keen and the matter of prices and quality is left entirely to the laws of supply and demand.

Some factories specialize on high grade goods at top prices. Others deliver to this market, in answer to the demands of certain class of trade, cigars that are cheap in price, but less desirable in quality. But with all of them the cigar is honest value for the price.

Lists of Factories, Agents and Importers on application

MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET NEW YORK

News from Congress

(Continued From Page 10)

where it finds that the proceedings have been instituted merely for delay. Similarly, the courts are given authority to impose damages for frivolous appeals from the board. Appeals from decisions of the board may be taken directly to the Circuit Court of Appeals for the district in which the taxpayer resides.

$50,000,000 Increase in Cost of Government for Next Year

An increase of $50,000,000 in the cost of running the Government during the fiscal year 1927, beginning July 1, next, is indicated by the estimates just submitted to Congress through the Bureau of the Budget, which set the expenses of the independent offices and the departments, exclusive of the Post Office Department, at $1,845,546,960, as compared with actual appropriations for the current fiscal year of $1,785,089,050. The requirements of the Government for all purposes, including public debt, will be $3,896,207,921, as compared with $3,736,124,595 this year, an increase of $160,083,326.

The expenses of the Post Office Department are payable out of postal receipts, but it is estimated that the cost of operating the postal service during the fiscal year 1927 will be $36,000,000 in excess of receipts.

An appropriation of $448,616 is provided for the maintenance of the board of tax appeals, an increase of $94,296 over the current appropriation. The Federal Trade Commission is allotted $997,000, a reduction of $11,000; the Interstate Commerce Commission is given $6,033,309, a reduction of $820,653; and the Tariff Commission is given $699,000, a reduction of $22,500.

An increase of $1,860,718 is shown in the estimates for the Department of Commerce, which is to be given $30,402,847.

A total of $335,000 is provided for the employment of commercial attaches by the Bureau of Foreign and Domestic Commerce, an increase of $19,139, which will permit of an increase in number. The bureau is also given $280,000 for the maintenance of district and co-operative offices in the United States, an increase of $49,182; $472,350 for promoting commerce in Europe, an increase of $24,750; $288,090 for promoting commerce in South and Central America, an increase of $7050; and $275,000 for promoting commerce in the Far East, an increase of $6266. An increase of approximately $20,000 is made in the fund for the investigation of production, distribution and marketing, for which $638,000 is provided, and an increase of $50,000 is made in the fund for raw materials investigations, for which $175,000 is allotted. The compilation of customs statistics will cost $335,000, a reduction of $4980, but an increase of $5000 is made in the fund for investigations of foreign trade restrictions, for which $35,000 is asked. The total appropriations for the bureau for 1927 are set at $3,180,917, against $2,994,064 for the current year.

The Bureau of the Census is given $1,974,000, the same as the current appropriation; the Patent Office expenses are put at $2,697,300, a reduction of $104,900, and the appropriation for the Bureau of Standards is increased from $1,842,825 to $1,890,385.

An increase of $10,000 to $103,200, is made in the Department of Justice's fund for the conduct of customs cases; $135,000, a reduction of $97,000, is provided for the enforcement of the anti-trust laws; and $83,890, an increase of $790, is provided for the United States Court of Customs Appeals.

The Department of Labor is given $250,000, an increase of $51,280, for its work in conciliating labor disputes. The Post Office Department appropriations include $3,600,000, a reduction of $400,000, for payment of indemnities on registered, insured and C. O. D. mail.

The Customs Service of the Treasury Department is given $16,390,000 for the collection of customs, an increase of $462,800; $7,000,000 for the refund of excessive duties, an increase of $600,000, and $13,000,000 for the payment of drawback allowances.

The Bureau of Internal Revenue will require $36,170,000 for the collection of taxes, a reduction of $850,000, and is given an additional $10,635,685 for enforcement of the narcotic and prohibition laws.

Attorney General Strongly Urges Changes in Bankruptcy Law

Legislation modifying the criminal statutes relating to bankruptcies is strongly urged by the Attorney General in his annual report, just submitted to Congress. It should be made an offense to conceal assets not only from the trustee as now provided by the bankruptcy act, but also from creditors in composition cases or from any officer of the court charged with control or custody of property, it is declared. The prohibition against concealment should be made to extend to all persons, not only to the bankrupt, as at present.

Under existing law criminal prosecutions under the bankruptcy act must be brought within one year. This is felt by the Attorney General to be too short a period and that it unquestionably has defeated justice in some cases. An extension of the period of limitation to three years is urged, together with application of the provision regarding persons fleeing from justice.

"A notable increase has been observed in violations of the bankruptcy act," the Attorney General comments. "During the past fiscal year fifty-four more cases were reported for investigation than during the previous fiscal year. The result of the work of the Bureau of Investigation in investigations of violations of this character is shown in the recovery of property which was returned to the various trustees for the benefit of creditors totaling more than $300,000 and the imposition of fines in the total sum of $20,375, and sentences for violations of this act totaling 135 years, an increase of eighty-four years over the previous fiscal year."

NICOTINE
DENATURING GRADE
Conforms to specifications of U. S. Bureau of Internal Revenue
INQUIRIES SOLICITED
We Also Manufacture
NICOTINE SULPHATE
DENICOTIZED TOBACCO
(Antisthmatic)
TOBACCO FLAVORS
TOBACCO EXPORTS CORPORATION
Bridgeport, Conn., U. S. A.

Our Family Tree was a Tobacco Plant

No. 1
of a series of talks on
Sweet Caporal Cigarettes
By

Irvin S. Cobb

I THINK there must be a whiff of tobacco in my blood. Fact is, I'm sure of it. My great-grandfather, a Vermont Irishman, went South in a wagon after the Revolution and he raised the first tobacco that was raised for export in what is now called The Black Patch of West Kentucky and West Tennessee. Wise old Yank, he cured and

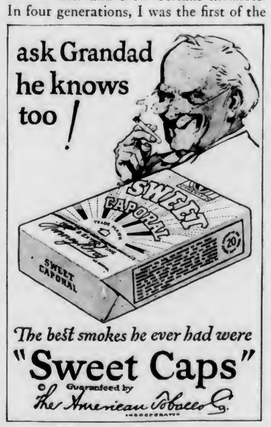
treated the heavy dark weed after crude processes of his own devising, loaded it on keelboats, floated it down the Cumberland to the Ohio, down the Ohio to the Mississippi and down the Mississippi to the Gulf, where he trans-shipped to sailing vessels and sent his cargoes out to the Gold Coast of Africa to be bartered off for ivory and gold dust. I understand that, dealing with black tribesmen, he rarely got the worst of a deal. For if he was an Irishman, he also was a New Englander. He laid the sills for a substantial fortune.

His son, my grandfather, was a planter, a factor, a re-handler of tobacco; and on the side a merchant and a banker and a steam-boatman. His small fleet of stern-wheelers, manned by crews of his slaves and mostly captained by his own kinsmen, carried tobacco of his growing and his neighbors' growing to the city markets of the Southwest.

For his day he was a rich man until the Civil War came along and smashed him up. For he had bought Confederate bonds and had financed a battery of Confederate artillery.

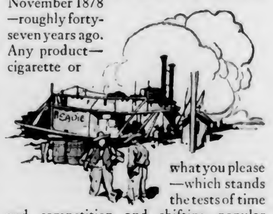
His son, my father, followed in the footsteps of his people. He was a warehouseman. Later he was a buyer for foreign governments and for domestic contractors too. He was accounted one of the best judges of types and grades in the district. He smoked incessantly and he chewed frequently.

His son, meaning me, grew up with the smell of tobacco leaf in his young nose, with the jargon of its business in his ears. We lived on a tobacco street in a tobacco town. There was a stemmery on the corner above us, a snuff factory and a cigar-maker's shop down the road and a whole row of warehouses farther along. In the season, the fat hogsheads blocked the narrow sidewalks. I absorbed the romance of the industry—for it is one of the most romantic of industries—along with my hot biscuits and New Orleans molasses. In four generations, I was the first of the first-born males of my breed to stray from the ancestral pathway.



And now, in a way of speaking, I'm back again in the family line. I have taken on the job of doing a series of signed advertisements of which this is the introductory one. I have declined propositions to turn out advertisements for various manufactured products because I feel I merely would be a hired hand, exploiting this, that or the other thing for so much a word. But I reached for this opportunity. I knew I could put my heart in it—could with sincerity endorse the article I was praising.

From time to time in this space, I'm going to write about Sweet Caporal Cigarettes. The first cigarette I ever smoked was a Sweet Caporal. That must be all of thirty-five years ago. Even that far back Sweet Caporals had been on the market a good long while. Commercially speaking, the Sweet Caporal Cigarette was born in November 1878 —roughly forty-seven years ago. Any product—cigarette or



what you please —which stands the tests of time and competition and shifting popular taste for nearly half a century and holds its own and steadily grows in favor is bound to have merits. It just naturally has to have 'em. It shall be my task to try to explain a few facts about these merits.

Thank you.

Irvin S. Cobb

P. S. *I write one of these articles every once in a while. Watch for the next.*

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

SUPPLIES

PAPER BAGS.

Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.

Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.

THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

NIC. ALTHAUS CO — MANUFACTURERS OF HIGH GRADE CIGAR BOXES — CEDAR, SAW, HAND PEARING MILLS — LABELS, RIBBONS, CIGAR MAKERS SUPPLIES — ESTABLISHED 1875. TEL. 470 LEXINGTON — 637-641 EAST 17 ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE ***JARSO*** MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CHARLOTTE SPEEDWAY:—44,416. For cigars. November 17, 1925. R. S. Barfield, Columbia, S. C.

LA FLOR DE CORRAL:—44,417. For cigars. November 18, 1925. Corral-Wodiska y Ca., Tampa, Fla.

CORRAL DE LUXE:—44,418. For cigars. November 18, 1925. Corral-Wodiska y Ca., Tampa, Fla.

CRILLIE SMOKING MIXTURE:—44,419. For tobacco manufactured in all its forms. October 31, 1925. Union Club of Cleveland, Cleveland, O.

KINSEL'S FAMOUS CORNER MIXTURE:—44,420. For tobacco manufactured in all its forms. November 28, 1925. Kinsel Drug Company, Detroit, Mich.

DELLS OF WISCONSIN:—44,421. For all tobacco products. November 28, 1925. H. J. Broezel-Son, Mauston, Wis.

K-Y-W:—44,425. For all tobacco products. November 28, 1925. The White City Cigar Company, Attica, Ind.

TAMPA SPEEDWAY:—44,427. For cigars. December 3, 1925. R. S. Barfield, Columbia, S. C.

SQUARE SHOOTER:—44,426. For cigars. December 2, 1925. W. J. Neff & Company, Red Lion, Pa.

SUMEROMA:—44,428. For smoking tobacco. November 12, 1925. Nathanson Bros. Cigar Stores Company, Minneapolis, Minn. (By permission of American Litho. Company, New York, N. Y., registrant of the trade-mark "Superoma.")

BROOKLYN PRODUCTION:—44,429. For cigars. December 1, 1925. A. Grabowski, Brooklyn, N. Y.

TRANSFERS

THE DELLS:—16,276 (National Registration Bureau of Milwaukee). For cigars, cigarettes, cheroots, stogies. Registered September 1, 1909, by M. M. Kitz & Sons. Transferred to Chris. Walther, Kilbourn, Wis. (now in Bullion, Wis.) and re-transferred to H. J. Broezel-Son, Mauston, Wis., October 19, 1925.

EMPIRE STATE CIGAR COMPANY'S T. O. L.:—29,922. Tobacco World for cigars, cigarettes, cheroots, chewing and smoking tobacco. Registered March 19, 1914, by Empire State Cigar Company, Brunswick, Ga. Transferred to T. O. Lloyd, Savannah, Ga., on October 22, 1925.

WHICH ARE YOU?

Two farmers have farms side by side, both river flat farms with the same natural soil. One farmer works as hard as the other. Both are honest, hard-working men, industrious and thrifty.

One farmer gets good crops regularly. The other farmer is always finding that his crop of this or that is a failure.

You see business men, almost side by side, showing the same sort of contrasting results in their business. One fails and another succeeds, and conditions are about the same with both of them.

Why the difference between the two farmers? Why the difference between the two business men?

Just the little matter of preparation, of advance work on the soil of the farms, on the public around the stores.

The successful farmer not only tills his soil, but he limes it and he fertilizes it as heavily as he has found it necessary in order to get bumper crops. The unsuccessful farmer skimps on fertilizer and counts too much on rains and on the natural fertility of the soil.

The successful business man opens his place of business and hangs out his sign. He is ready for whatever comes. He is prepared to give satisfaction to such patrons as come in. But the unsuccessful business man also does that much. The difference comes in when the successful business man begins to advertise.

The lime and the fertilizer used by the farmer bring his crops along a whooping. The advertising used by the business man brings business along for him in the same way.

The farmer who skimps on fertilizer and the business man who skimps on advertising *may* succeed and they may not; probably not. The men who do their utmost to get good crops and good business eliminate the element of chance and succeed anyway.

(All rights reserved.)

JACK JACOBY A VISITOR

Jack Jacoby, of Meyer & Mendelsohn-Weil & Son, New York City, was a visitor in Philadelphia last week, making the rounds of the trade here.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co. 24 Vine St., DESHLER, OHIO — After all nothing satisfies like a good cigar — The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.

26th St. and 9th Ave., New York

WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.

Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A VOICE, SECY. & GEN'L. MANAGER

PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street

Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE — NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America

Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

Actual size of Robt Burns
PANATELA

Here's an OPPORTUNITY *to become better acquainted with a steady companion*

AFTER ALL, there's no companionship quite like a good cigar—one you can smoke hour after hour with steady enjoyment.

Thousands of men regard Robt Burns in this spirit of intimate friendliness. But there may be others—probably yourself—who want to go farther. You may want to know why the carefully selected HAVANA filler of Robt Burns provides such a cool, mild smoke; why it tastes so good that you want another as soon as the last ash from your first has been flicked away.

Then send today for the *free* booklet, "What *Do* Smokers Want?" It will take you, step by step, over the exclusive Robt Burns way from leaf to finished product. It probably diagnoses exactly what *you* want—and tells you how to get it. Just a scratch of your pencil on the coupon and you'll learn why so many careful smokers have centered on one cigar as the acme of mild, mellow, free-smoking perfection.

Robt Burns

PANATELA	PERFECTO	INVINCIBLE *foil wrapped*	STAPLES
10¢	2 for 25¢	15¢	10¢

GENERAL CIGAR CO., Inc.
119 West 40th Street
New York City

Please send me your booklet "What *Do* Smokers Want?" I know what *I* want and want to learn how to get it.

Name_____

Address_____

City_____

General Cigar Co., INC.

"See our exhibit at the TOBACCO SHOW, January 25th to 30th, 1926, Grand Central Palace, New York City"

Here's an OPPORTUNITY
to become better acquainted
with a steady companion

Robt Burns

"See our exhibit at the TOBACCO SHOW, January 25th to 30th, 1926, Grand Central Palace, New York City"

INTENTIONAL SECOND EXPOSURE

End of Volume